

American  
Fragmentation  
Initiative Report  
October 2025



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# Methodology



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Survey fielded on the KnowledgePanel® from August 18 – September 1, 2025.

Survey fielded using RDD Telephone from August 18 – September 4, 2025.



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Sample of 5,489 American adults aged 18 or older, with 4,889 interviews taking place online, and 600 interviews via telephone.



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For the online portion, the survey was conducted using the probability-based Ipsos KnowledgePanel®. Fielded in both English and Spanish.

The RDD Telephone portion was conducted in English in the Native American Lands and Aging Farmlands.

The data was weighted to U.S. Census Targets in each area segment and at the national level.

## Sample Size

Segment	Method	Number of Interviews
African American South	Online via the KnowledgePanel®.	N = 334
Big Cities		N = 511
College Towns		N = 367
Evangelical Hubs		N = 326
Exurbs		N = 371
Graying America		N = 395
Hispanic Centers		N = 353
LDS Enclaves		N = 365
Middle Suburbs		N = 374
Military Posts		N = 337
Rural Middle America		N = 365
Urban Burbs		N = 447
Working Class Country		N = 344
Aging Farmlands		Random Digit Dialing Telephone
Native American Lands	N = 300	
<b>Total Interviews</b>		<b>N = 5,489</b>

# ISSUE LANDSCAPE

# Important issues facing local community – Domestic politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Taxes	21%	15%	13%	15%	20%	25%	22%	16%	25%	28%	22%	27%	23%	18%
Immigration	15%	7%	21%	8%	12%	16%	17%	25%	17%	12%	7%	14%	16%	13%
Education	13%	14%	11%	15%	12%	16%	10%	14%	15%	14%	12%	13%	12%	15%
Government budget and debt	9%	7%	6%	6%	12%	10%	6%	8%	13%	8%	12%	11%	10%	8%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing local community – Domestic problems

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Homelessness / Housing insecurity	20%	17%	31%	27%	10%	21%	20%	28%	14%	16%	22%	19%	16%	16%
Crime or gun violence	14%	35%	23%	19%	8%	8%	5%	13%	4%	16%	16%	4%	15%	10%
Government or business corruption	9%	11%	6%	10%	9%	5%	10%	9%	14%	10%	7%	7%	10%	8%
Race and racism	6%	14%	8%	6%	4%	4%	4%	8%	3%	7%	7%	4%	6%	6%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing local community – Healthcare

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Healthcare	20%	19%	17%	24%	20%	21%	23%	12%	16%	23%	18%	23%	18%	20%
Opioid or drug addiction	15%	14%	11%	12%	35%	14%	15%	15%	8%	11%	15%	24%	8%	23%
Abortion	3%	3%	2%	3%	2%	3%	1%	2%	3%	5%	2%	3%	3%	3%
Contagious disease (COVID-19/RSV/etc.)	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing local community – Economy

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Inflation or increasing costs	50%	40%	46%	49%	47%	54%	51%	47%	64%	51%	49%	55%	53%	47%
Economic inequality	10%	14%	14%	15%	7%	9%	8%	10%	12%	8%	8%	7%	11%	8%
Unemployment	9%	15%	10%	10%	17%	4%	8%	10%	3%	8%	6%	11%	9%	11%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing local community – Politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Political extremism or polarization	11%	7%	15%	12%	8%	12%	13%	9%	19%	12%	11%	7%	14%	5%
Election security or fraud	3%	2%	3%	3%	2%	3%	4%	2%	2%	5%	4%	3%	1%	3%
Foreign conflicts or terrorism	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	0%	2%	2%	2%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing local community – Environment

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Climate change	8%	6%	11%	8%	3%	10%	7%	9%	15%	5%	12%	6%	8%	3%
Natural disasters or severe weather	7%	9%	6%	7%	8%	12%	16%	5%	6%	2%	11%	2%	5%	9%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

## Important issues facing the country – Domestic politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Immigration	26%	16%	24%	17%	33%	28%	32%	30%	27%	30%	22%	31%	26%	28%
Government budget and debt	16%	14%	12%	13%	19%	17%	15%	14%	23%	16%	17%	21%	13%	17%
Taxes	10%	11%	8%	6%	9%	12%	13%	12%	12%	10%	9%	13%	9%	13%
Education	7%	11%	6%	5%	4%	6%	7%	8%	5%	7%	7%	7%	7%	8%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

## Important issues facing the country – Domestic problems

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Government or business corruption	23%	24%	21%	28%	23%	18%	24%	21%	27%	18%	27%	19%	23%	21%
Crime or gun violence	16%	27%	17%	19%	12%	14%	13%	14%	10%	16%	14%	15%	18%	15%
Homelessness / Housing insecurity	13%	9%	14%	13%	10%	14%	11%	15%	15%	11%	14%	15%	9%	13%
Race and racism	9%	18%	12%	8%	7%	7%	7%	11%	5%	9%	6%	7%	9%	7%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing the country – Healthcare

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Healthcare	18%	22%	14%	20%	21%	20%	15%	13%	17%	23%	19%	18%	17%	21%
Opioid or drug addiction	12%	14%	8%	14%	18%	9%	12%	13%	8%	12%	9%	15%	8%	15%
Abortion	4%	2%	3%	6%	6%	3%	2%	2%	4%	7%	3%	5%	4%	5%
Contagious disease (COVID-19/RSV/etc.)	1%	2%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%

Q2. Which of the following topics are the most important issues facing the country as a whole?(Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing the country – Economy

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Inflation or increasing costs	41%	42%	37%	42%	44%	43%	40%	41%	44%	42%	42%	43%	41%	42%
Economic inequality	11%	13%	15%	13%	7%	10%	13%	11%	15%	9%	13%	8%	12%	7%
Unemployment	6%	8%	7%	3%	6%	4%	5%	8%	5%	4%	5%	5%	7%	6%

Q2. Which of the following topics are the most important issues facing the country as a whole?(Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing the country – Politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Political extremism or polarization	27%	18%	33%	30%	20%	28%	29%	19%	39%	25%	28%	23%	33%	22%
Foreign conflicts or terrorism	7%	7%	8%	6%	7%	9%	9%	6%	4%	8%	7%	7%	8%	9%
Election security or fraud	6%	4%	6%	8%	5%	6%	11%	6%	4%	7%	5%	8%	6%	6%

Q2. Which of the following topics are the most important issues facing the country as a whole?(Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Important issues facing the country – Environment

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Climate change	10%	5%	15%	12%	4%	12%	9%	10%	14%	8%	10%	7%	12%	4%
Natural disasters or severe weather	7%	7%	6%	8%	10%	6%	8%	6%	5%	4%	6%	5%	6%	8%

Q2. Which of the following topics are the most important issues facing the country as a whole?(Select up to three)

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# COMMUNITY CHANGES

# Hope for the future (% hopeful)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Your future	79%	80%	88%	74%	74%	78%	80%	77%	71%	84%	80%	76%	90%	81%	81%	79%
The future of your community	73%	69%	73%	67%	69%	73%	82%	76%	58%	81%	74%	72%	83%	75%	73%	70%
The future of your children or the next generation	60%	60%	69%	56%	54%	62%	66%	58%	55%	64%	61%	56%	74%	63%	52%	62%
The long-term future of the United States	59%	54%	65%	52%	51%	65%	67%	62%	50%	60%	61%	57%	68%	61%	53%	64%
The future of the United States over the next few years	55%	53%	67%	45%	46%	67%	60%	54%	50%	54%	57%	51%	68%	59%	47%	61%

Q3. How hopeful are you, if at all, about the following...?

Base: All Respondents (n= 5,489)

# Changes in areas in community (% yes)

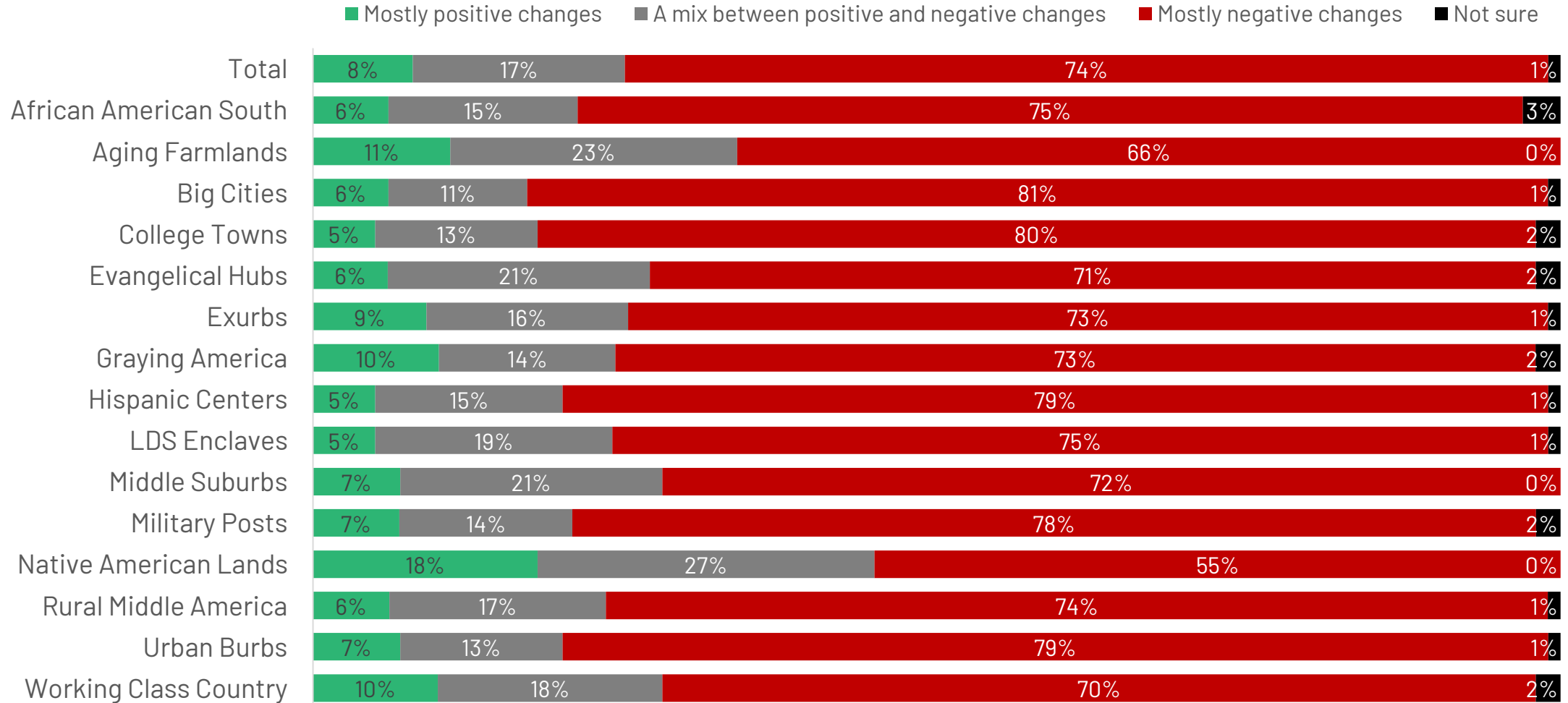
	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Inflation or rising prices	81%	77%	80%	81%	83%	79%	82%	82%	80%	90%	81%	81%	88%	79%	82%	76%
Tariffs*	57%	55%	-	66%	61%	48%	52%	55%	58%	65%	56%	60%	-	50%	63%	47%
Immigration	51%	50%	32%	65%	48%	42%	54%	52%	65%	59%	51%	49%	37%	43%	54%	42%
K-12 education	30%	30%	29%	33%	33%	26%	28%	27%	27%	36%	31%	32%	37%	23%	24%	26%
Infectious disease outbreaks	25%	30%	22%	35%	26%	18%	18%	21%	24%	28%	23%	25%	30%	18%	25%	23%
Higher education*	24%	28%	-	33%	32%	16%	20%	19%	23%	29%	26%	25%	-	15%	26%	18%
Vaccine availability*	14%	18%	-	20%	13%	12%	11%	10%	19%	11%	15%	12%	-	12%	15%	11%

Q4. In the last 12 months, have you noticed any changes in each of these areas in your community?

Base: All Respondents (n= 5,489)

\*Not asked to Aging Farmlands or Native American Lands

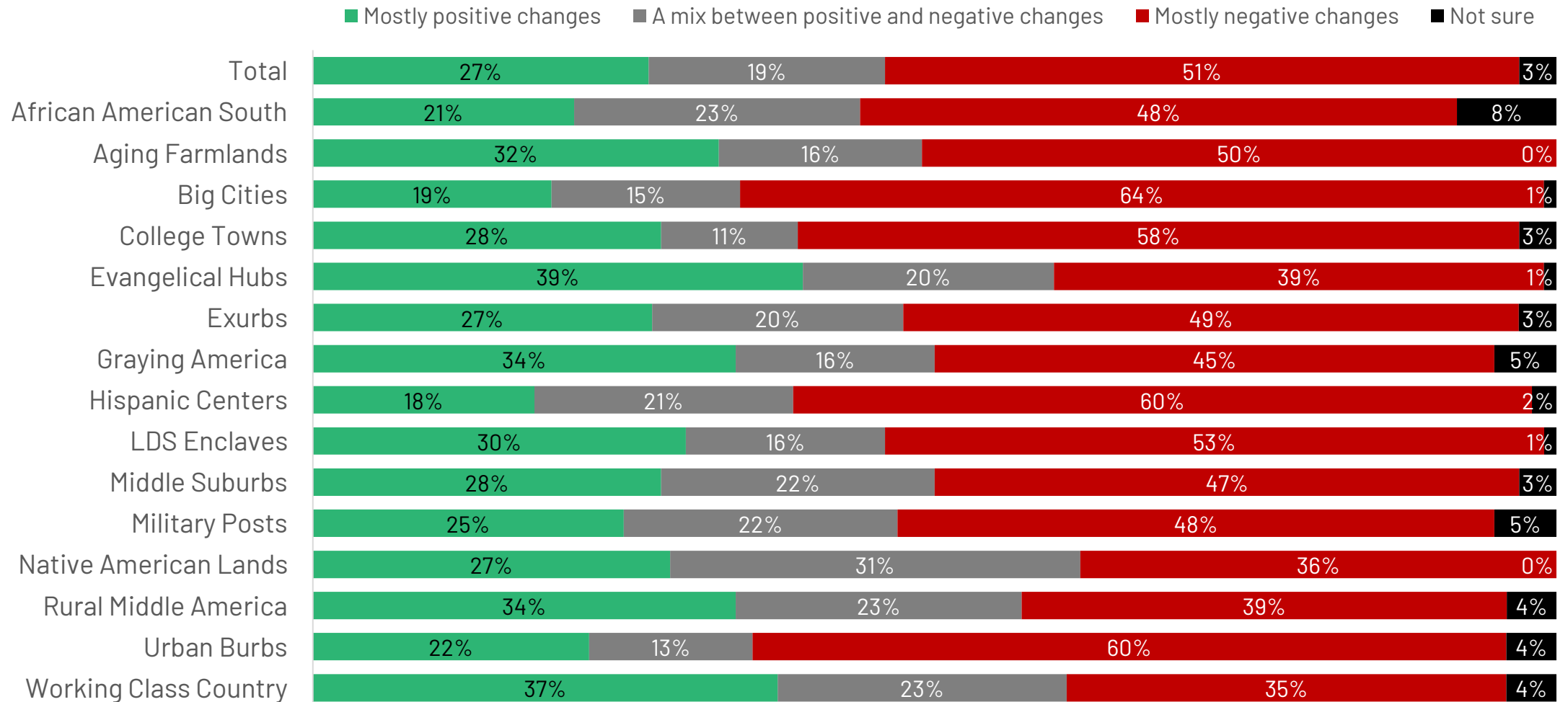
# Changes in areas in community – Inflation or rising prices



Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 (n=4,498)

# Changes in areas in community – Immigration



Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 (n=2,751)

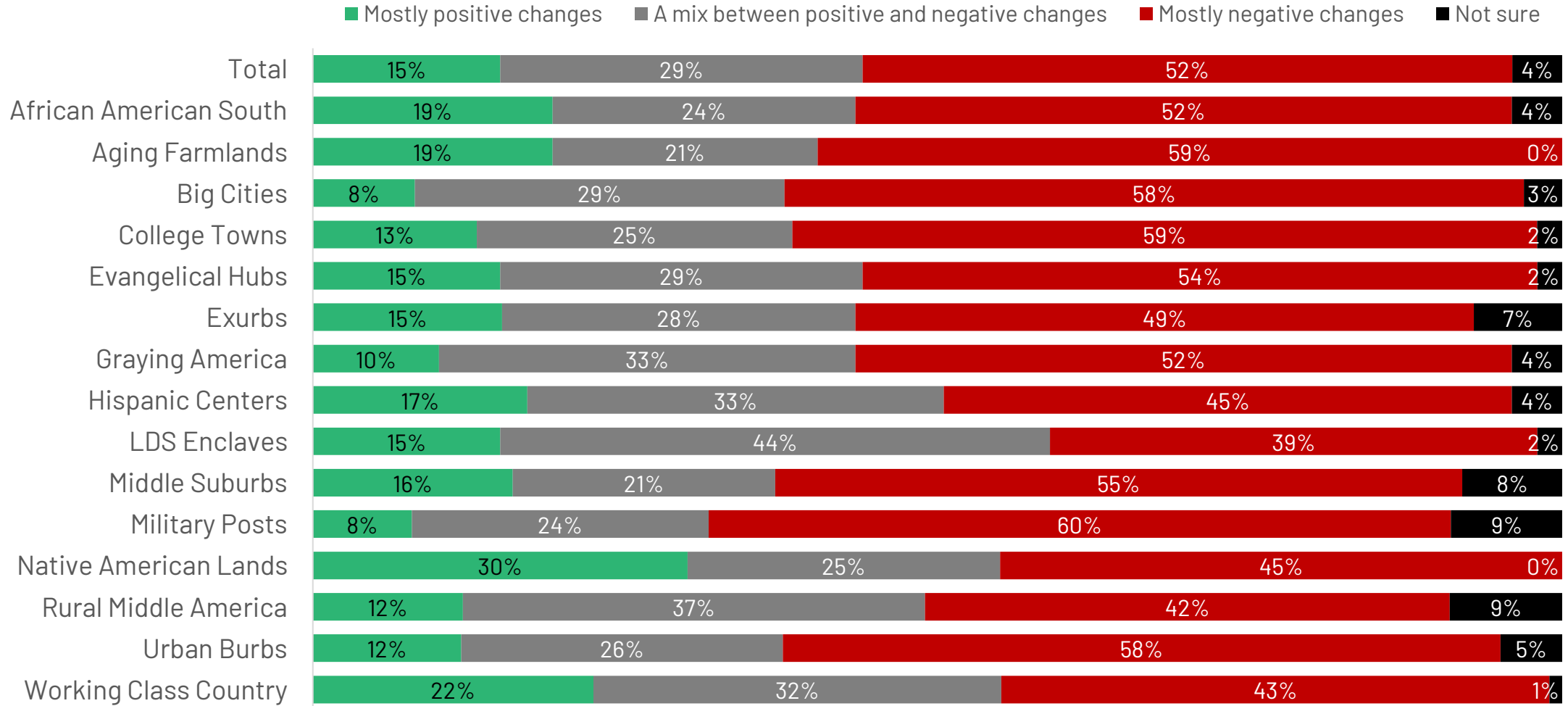
# Changes in areas in community – Infectious disease outbreaks



Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 (n=2,782)

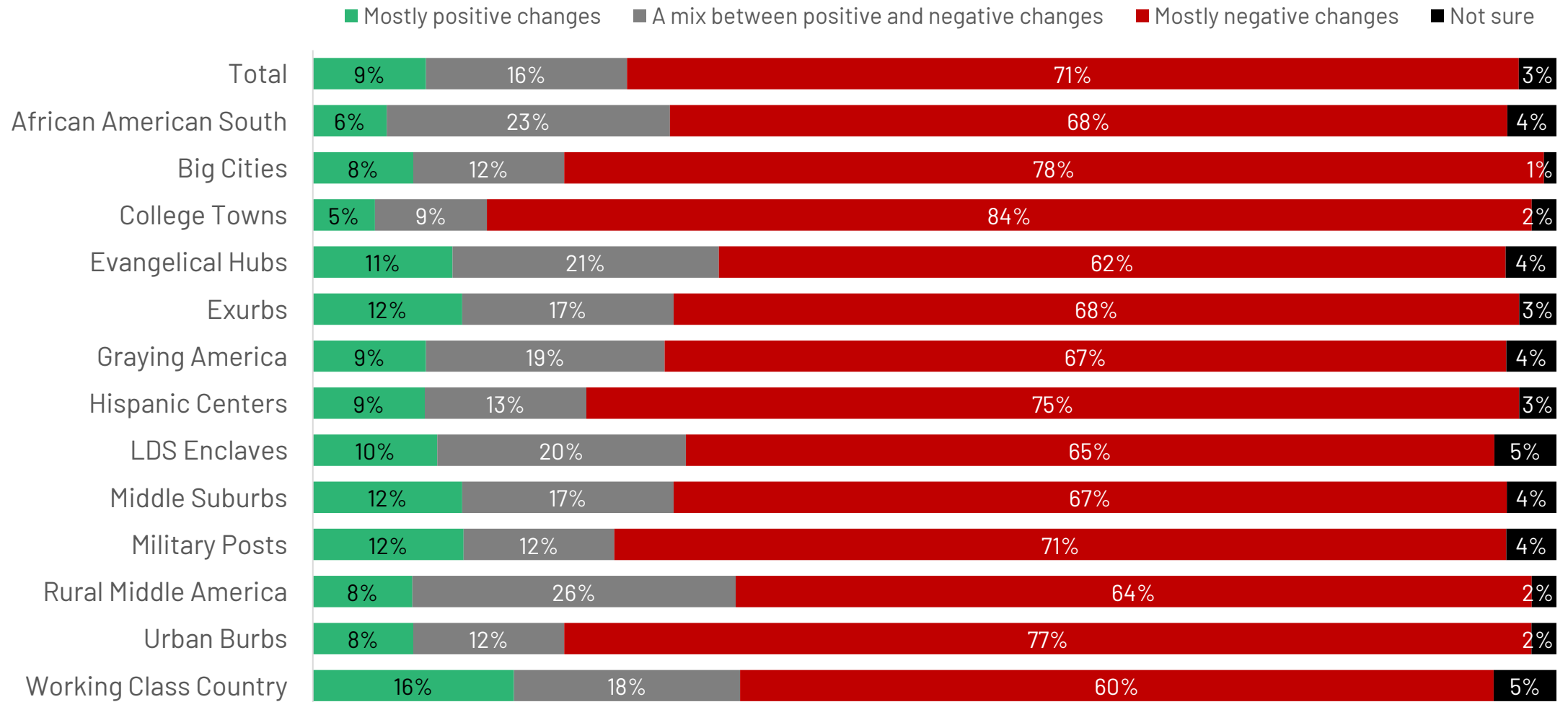
# Changes in areas in community – K-12 education



Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 (n=690)

# Changes in areas in community – Tariffs

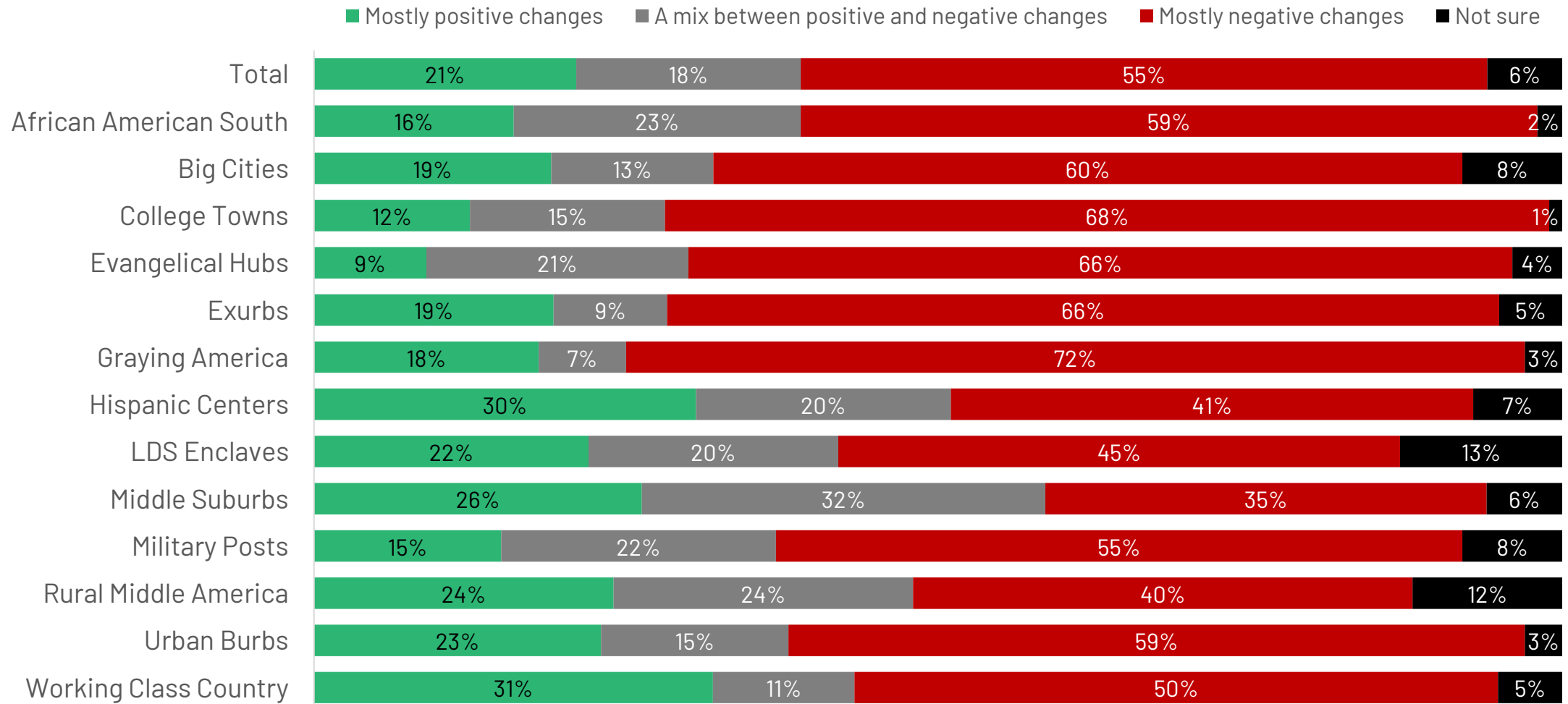


Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 (n=1,352)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Changes in areas in community – Vaccine availability

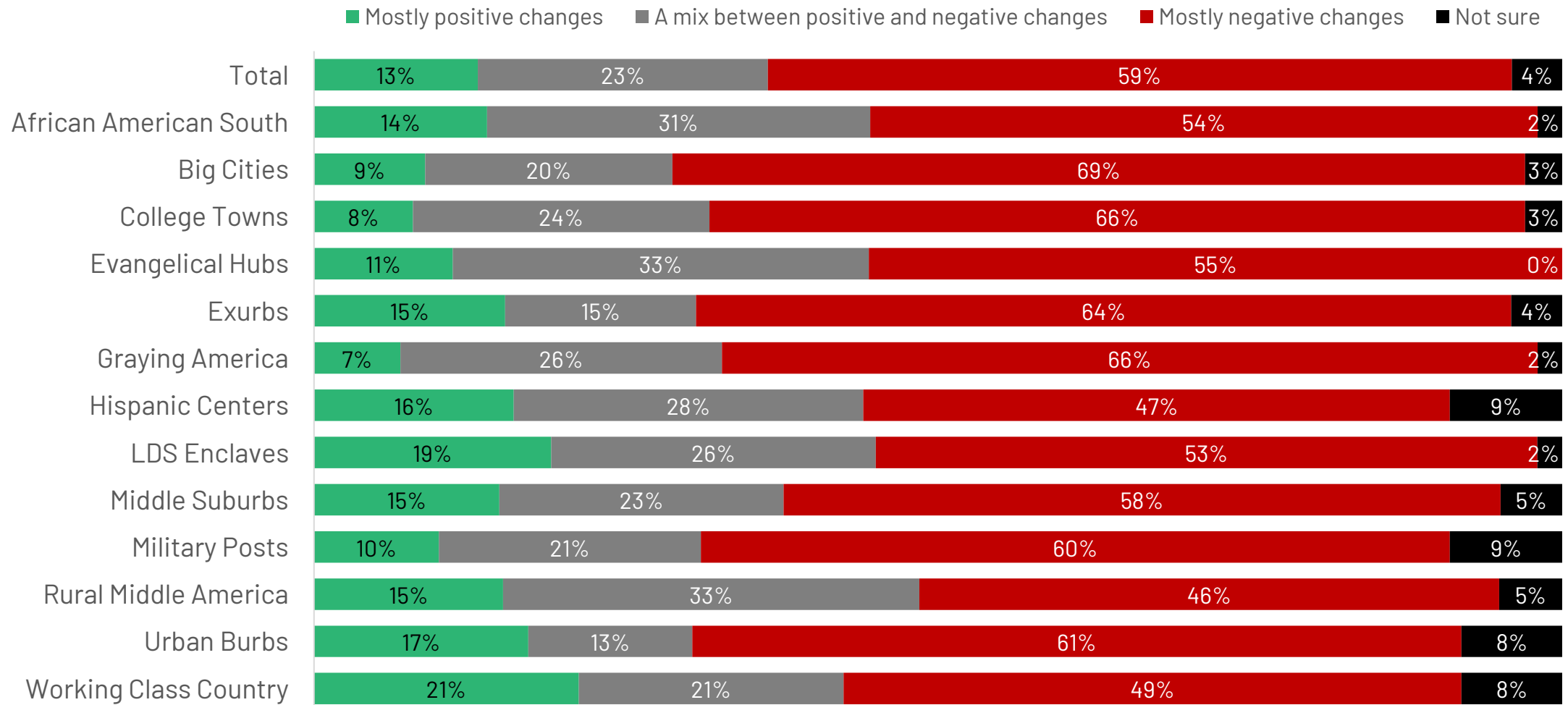


Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 (n=1,617)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Changes in areas in community – Higher education

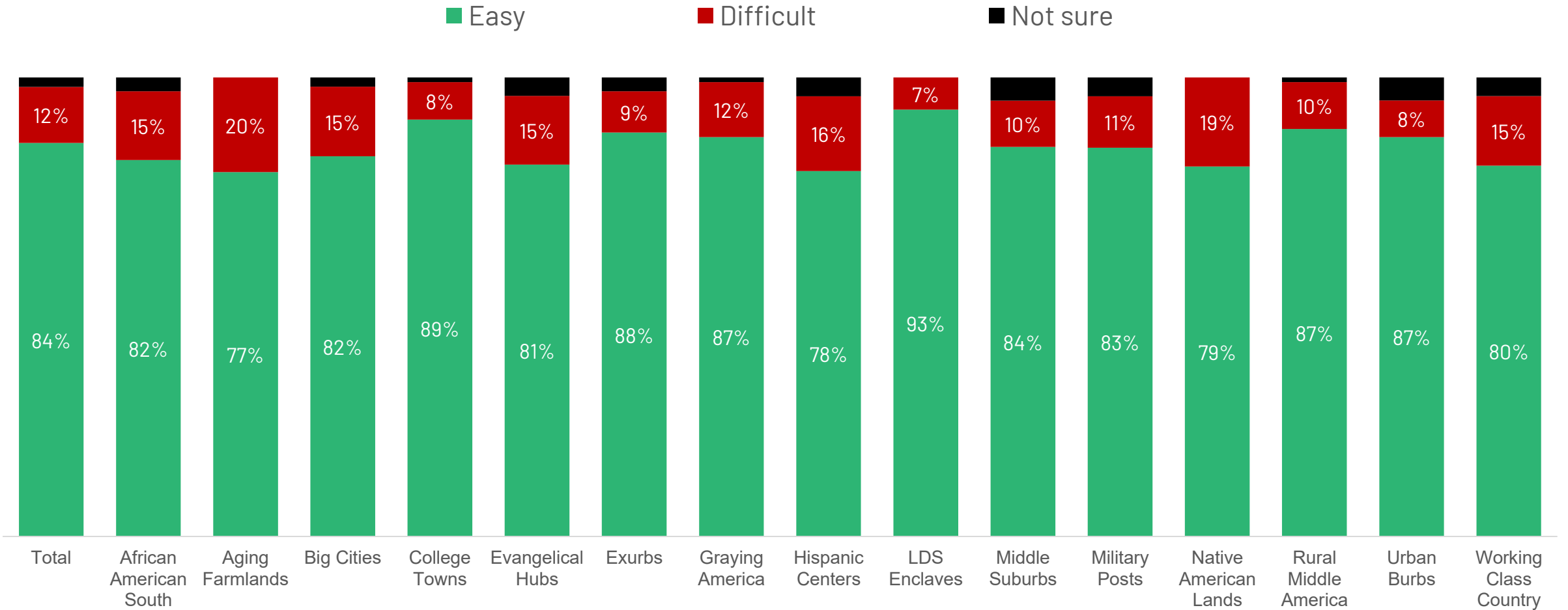


Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 (n=1,233)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Access in community – Fruits and vegetables

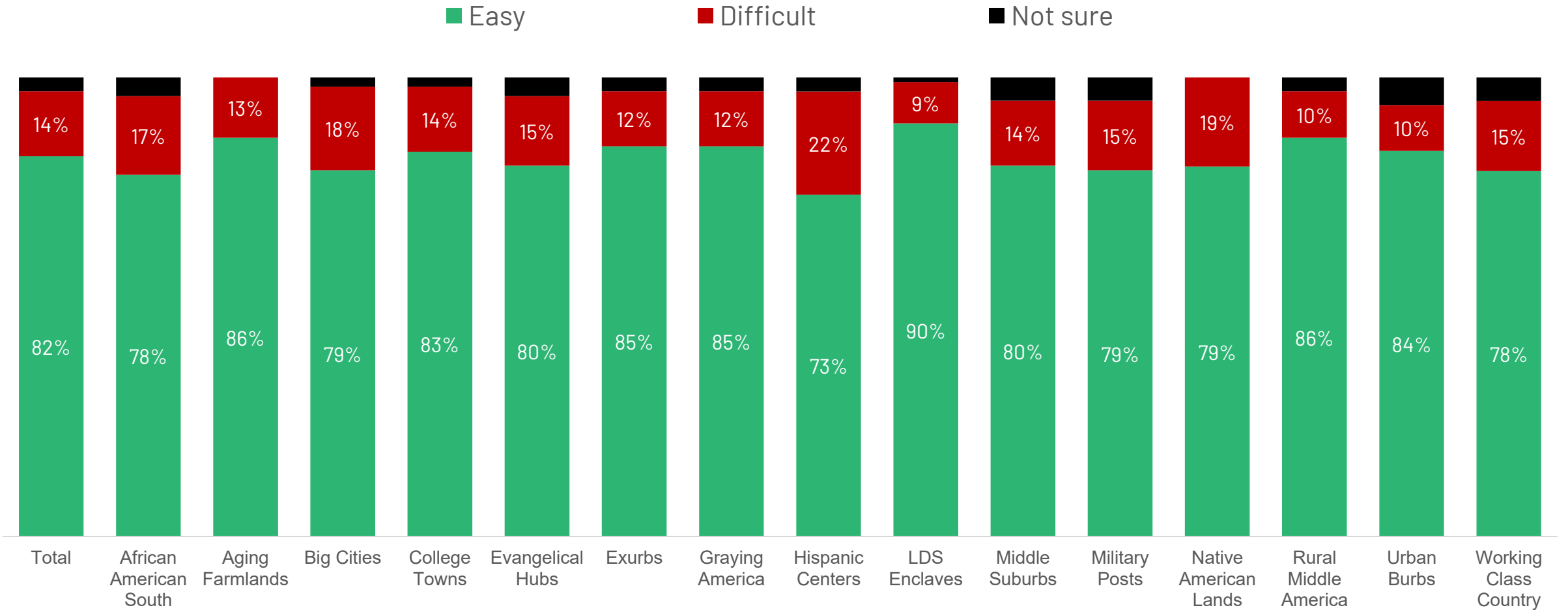


Q6: How easy or difficult are the following things to access for you personally in your community?

Base: All Respondents (n= 5,489)

\*For visual purposes, low percentages are not shown

# Access in community – Meat, fish, tofu, eggs, or other protein

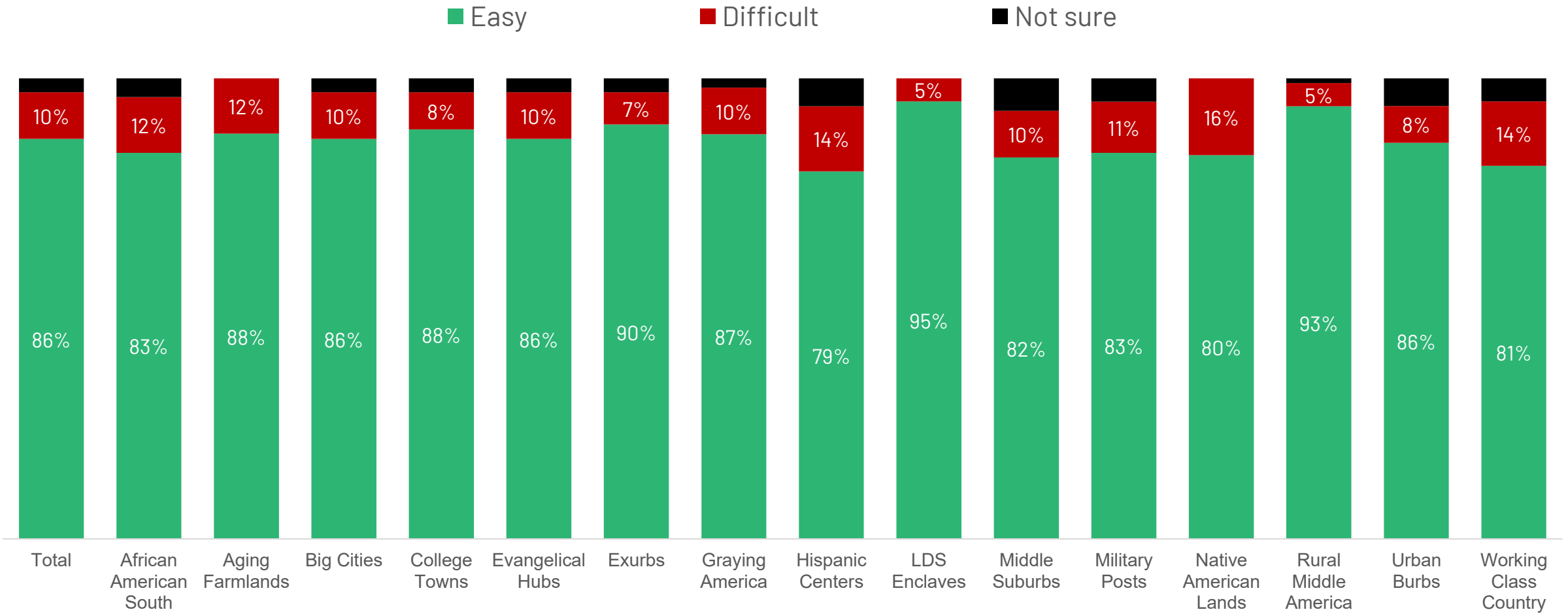


Q6: How easy or difficult are the following things to access for you personally in your community?

Base: All Respondents (n= 5,489)

\*For visual purposes, low percentages are not shown

# Access in community – Clean water to drink

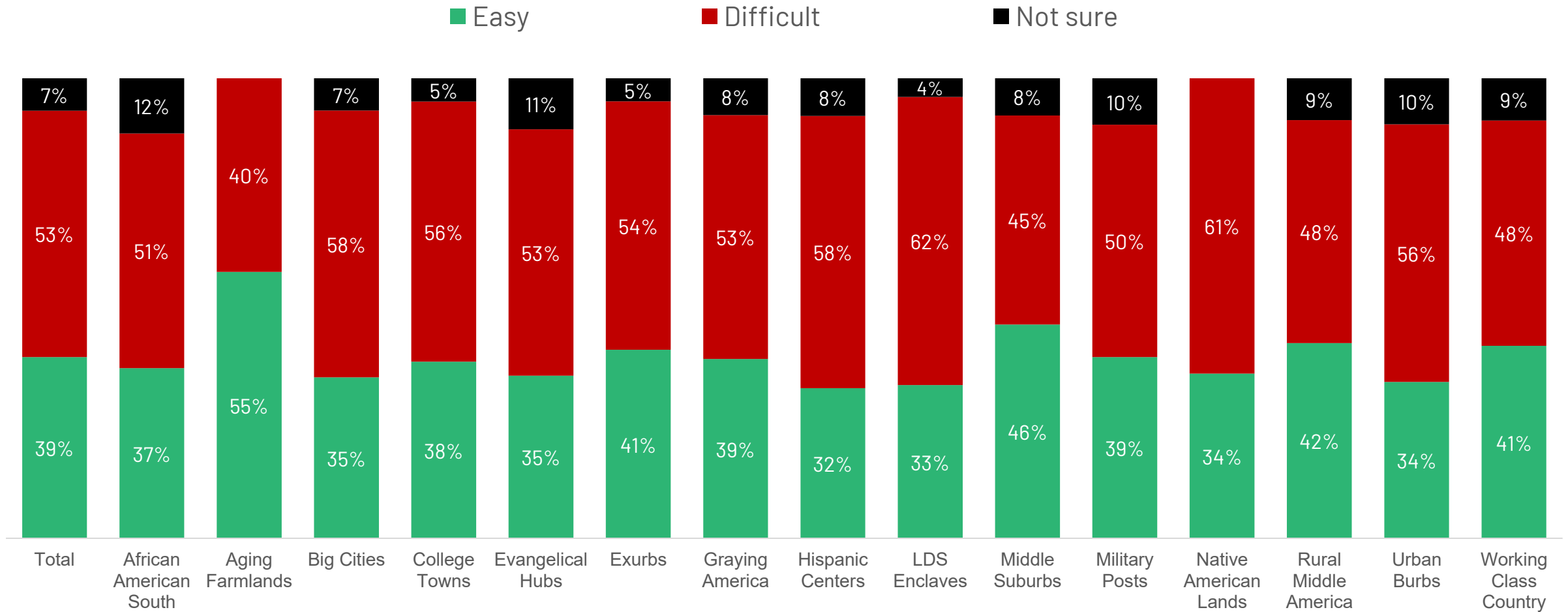


Q6: How easy or difficult are the following things to access for you personally in your community?

Base: All Respondents (n= 5,489)

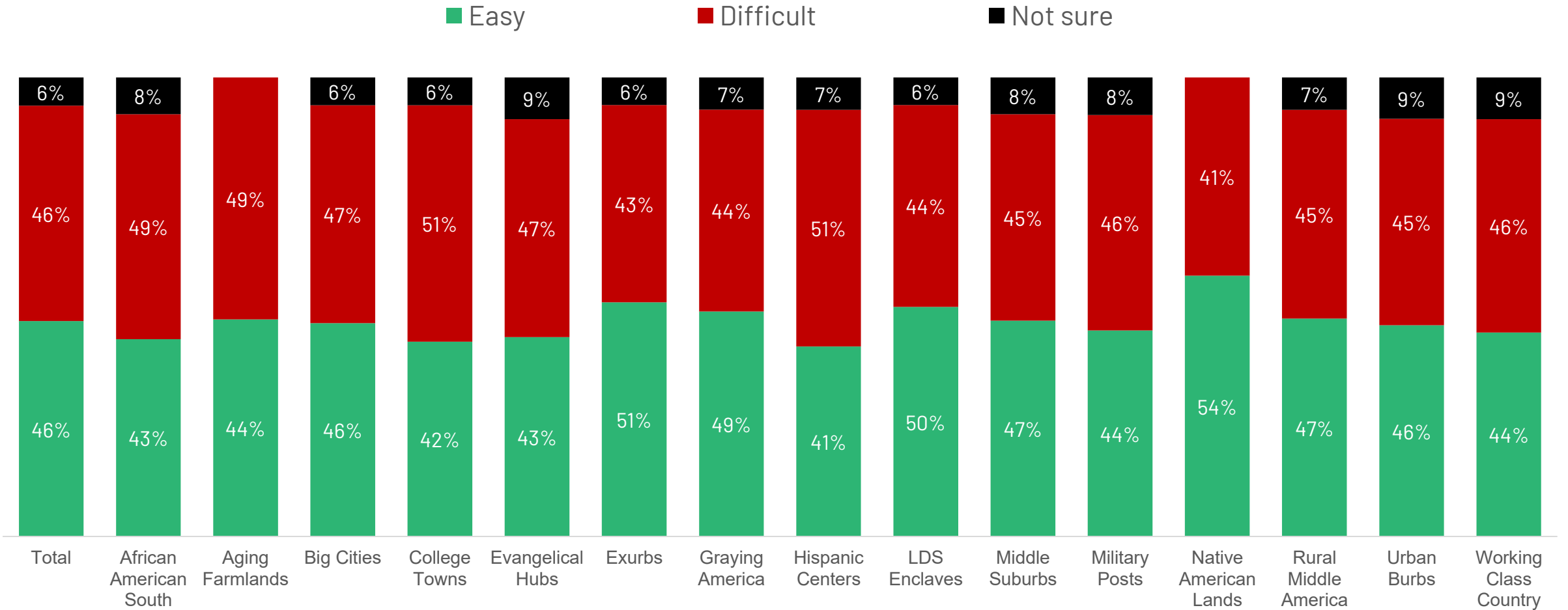
\*For visual purposes, low percentages are not shown

# Access in community – Safe, affordable housing



Q6: How easy or difficult are the following things to access for you personally in your community?  
 Base: All Respondents (n= 5,489)

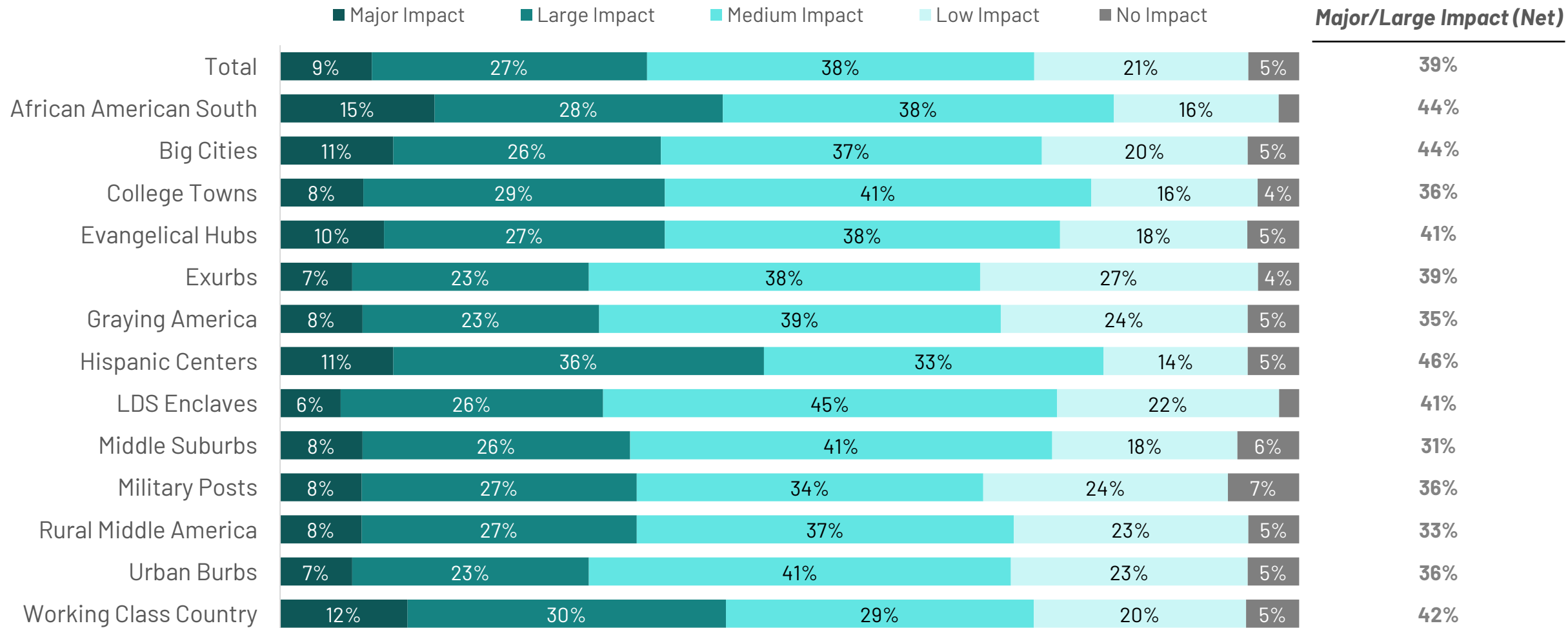
# Access in community – Affordable healthcare



Q6: How easy or difficult are the following things to access for you personally in your community?  
 Base: All Respondents (n= 5,489)

# FINANCIAL SITUATIONS

# Impact of inflation or rising prices on families



Q8: What type of impact is inflation or rising prices having on you or your family, if any?

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

\*For visual purposes, low percentages are not shown

## Experienced financial problems in last year (% yes)

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Serious financial problems caused by recent price increases	30%	38%	32%	29%	32%	25%	28%	37%	26%	27%	31%	26%	23%	35%
Other serious financial problems like paying credit card bills or loans	27%	35%	30%	27%	29%	24%	24%	36%	21%	24%	27%	25%	24%	32%
Serious problems affording food, gas, or other household needs	26%	36%	29%	25%	30%	22%	23%	33%	21%	23%	28%	21%	20%	32%
Serious problems affording medical care or prescription drugs	20%	24%	19%	21%	24%	22%	17%	25%	18%	19%	21%	20%	15%	24%
Serious problems paying your rent or mortgage	18%	25%	23%	15%	20%	17%	13%	25%	14%	17%	21%	15%	14%	17%

Q9. In the last year, have you experienced the following?

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# IDENTITY

# White Grievance Statements (% Agree)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Racism is built into the American economy, government, and educational system*	47%	52%	-	60%	54%	34%	41%	42%	53%	40%	44%	46%	-	41%	52%	39%
People who talk about their conservative beliefs are often disrespected	43%	36%	52%	35%	42%	49%	44%	40%	38%	50%	49%	34%	55%	44%	36%	51%
The U.S. should do more to level the playing field for historically underrepresented groups*	40%	44%	-	56%	47%	33%	38%	38%	49%	35%	38%	38%	-	29%	43%	29%

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

\*Not asked to Aging Farmlands or Native American Lands

# Nativism/Immigration Statements (% Agree)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Immigrants who entered the U.S. illegally, but have been working community members for at least ten years, should be given a pathway to legal status*	59%	57%	-	67%	65%	49%	57%	54%	68%	68%	50%	58%	-	58%	60%	49%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	52%	51%	58%	44%	48%	63%	53%	59%	43%	48%	55%	47%	54%	61%	46%	61%

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

\*Not asked to Aging Farmlands or Native American Lands

# Broken System Statements (% Agree)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
The mainstream media is more interested in making money than telling the truth*	73%	70%	-	68%	75%	75%	72%	74%	67%	81%	75%	66%	-	81%	69%	80%
Traditional parties and politicians don't care about people like me	66%	62%	58%	65%	72%	66%	63%	66%	66%	70%	67%	64%	63%	72%	65%	65%
The American economy is rigged to advantage the rich and powerful*	64%	63%	-	70%	70%	59%	60%	65%	68%	64%	59%	64%	-	65%	63%	57%

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

\*Not asked to Aging Farmlands or Native American Lands

# Fear of Change/Alienation Statements (% Agree)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Americans have a lot more in common with each other than is generally believed*	69%	67%	-	66%	69%	67%	74%	71%	62%	77%	72%	67%	-	73%	65%	72%
The United States is in decline	55%	59%	42%	63%	65%	48%	52%	53%	55%	60%	54%	58%	48%	51%	61%	48%
It is increasingly hard for someone like me to get ahead in America	47%	49%	41%	49%	51%	51%	41%	46%	53%	49%	45%	43%	48%	47%	42%	45%

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

\*Not asked to Aging Farmlands or Native American Lands

# Economic Ideology Statements(% Agree)

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Government should take a more active role in policing private-sector misbehavior	39%	40%	51%	43%	32%	35%	38%	47%	36%	37%	36%	33%	43%	34%
The U.S. government should cut social programs in order to lower taxes	24%	22%	20%	23%	27%	26%	21%	26%	26%	25%	22%	29%	23%	29%

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

\*NOTE: These statements was not asked to those in Aging Farmlands and Native American Lands

# Cultural Ideology Statements (% Agree)

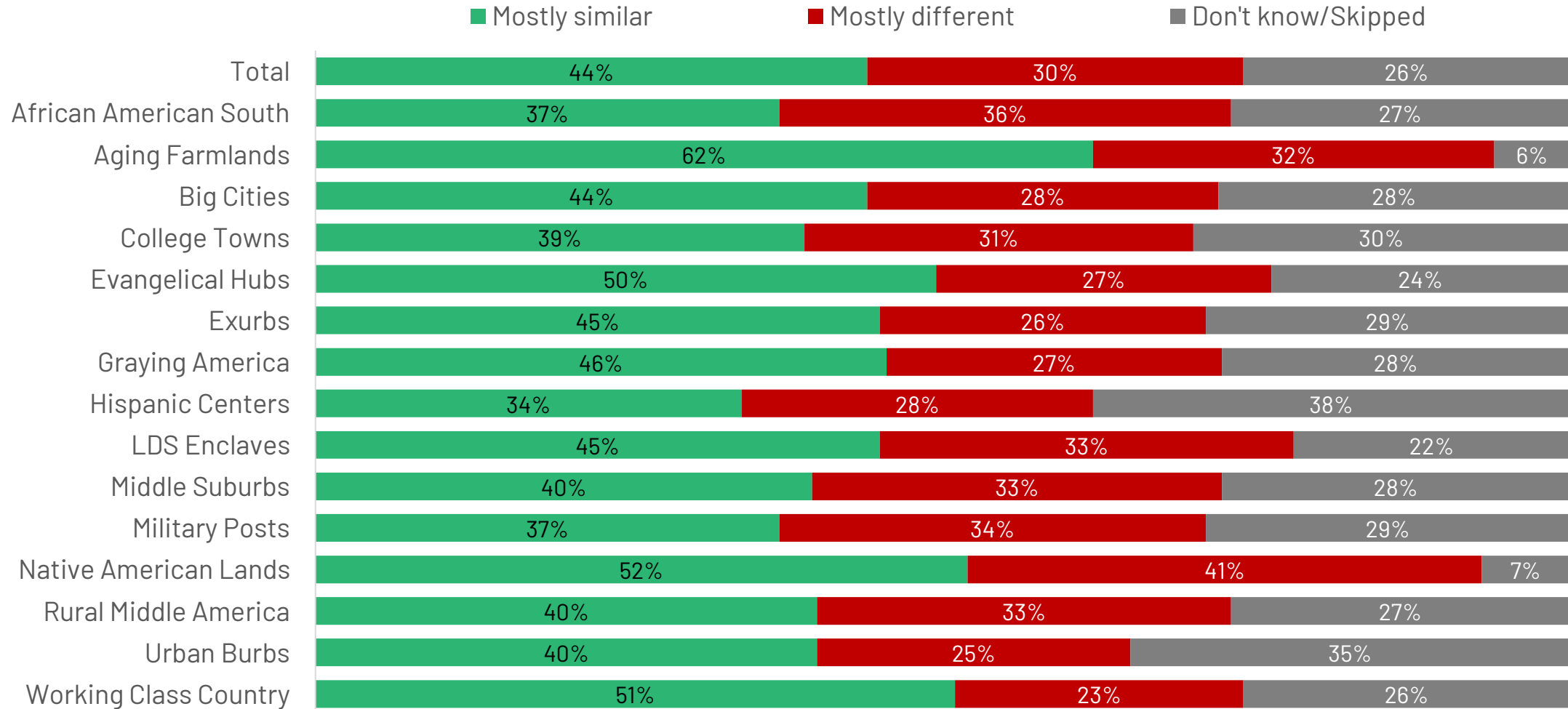
	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Obtaining an abortion should be a decision made by a woman in consultation with her doctor, without government's involvement*	64%	60%	-	71%	72%	51%	66%	69%	63%	59%	62%	65%	-	59%	69%	53%
Faith and religion are important parts of American life	56%	57%	79%	46%	49%	64%	48%	53%	49%	59%	56%	52%	76%	59%	45%	65%

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

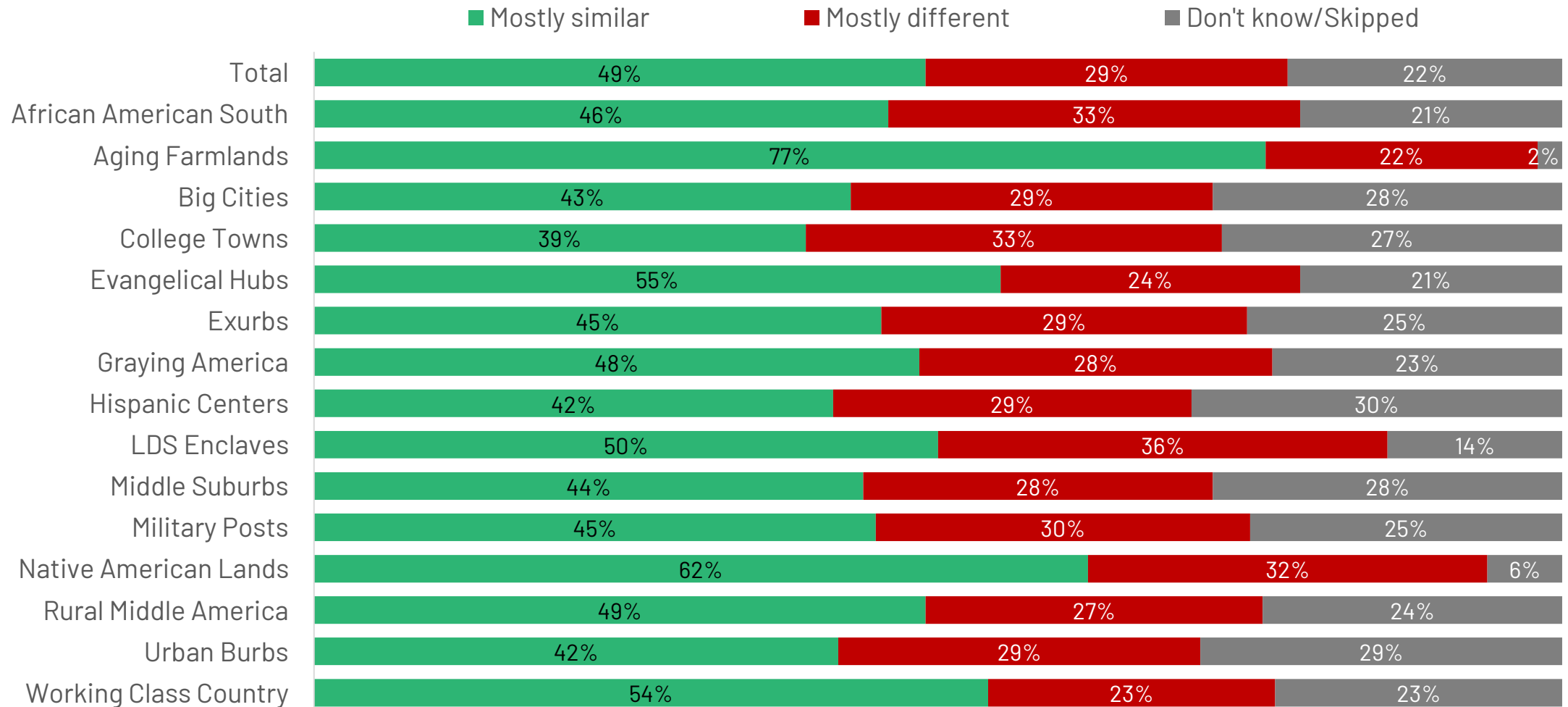
\*Not asked to Aging Farmlands or Native American Lands

# Similarities to people in community – How you think about politics



Q11: In your community, do you feel that you are similar or different than most people when it comes to the following?  
 Base: All Respondents (n= 5,489)

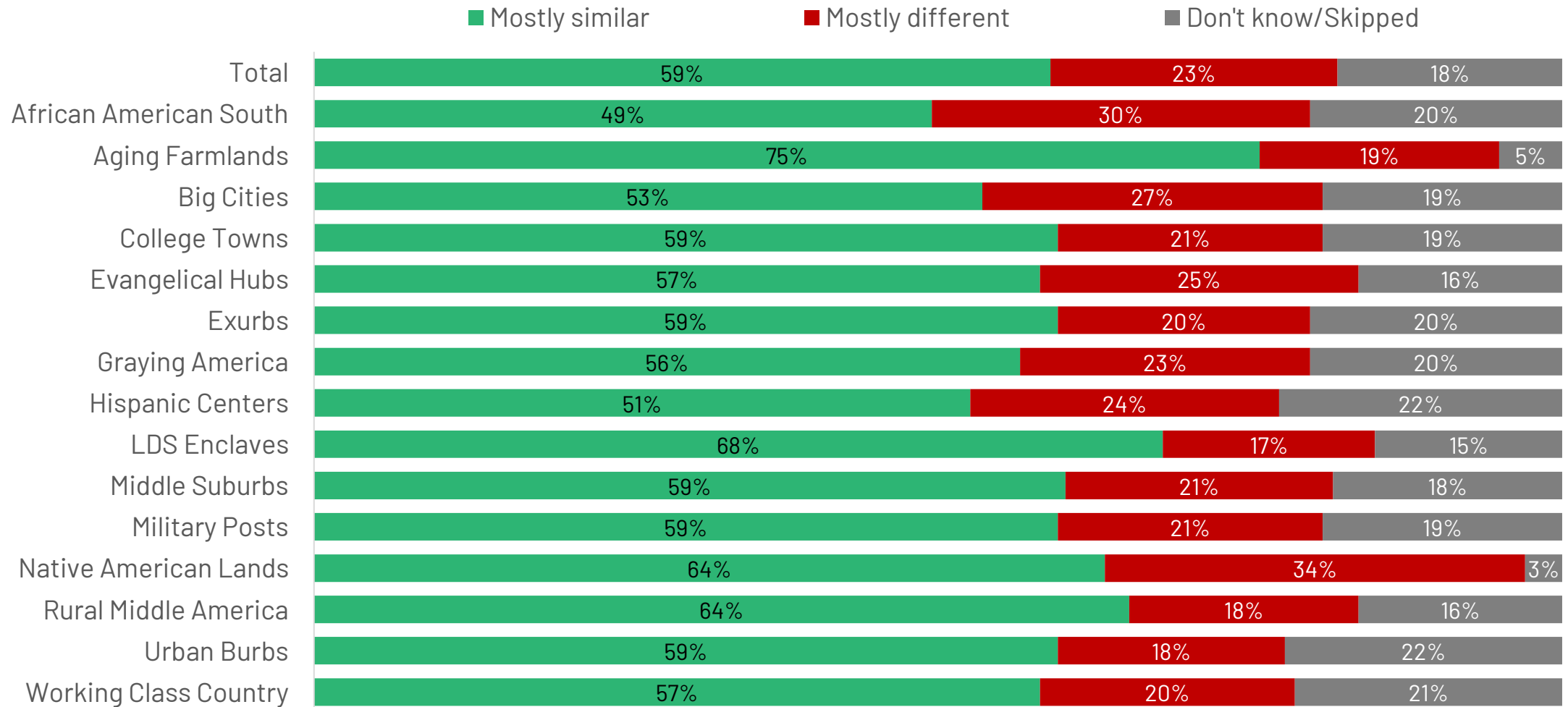
# Similarities to people in community – Your faith or religious practice



Q11: In your community, do you feel that you are similar or different than most people when it comes to the following?

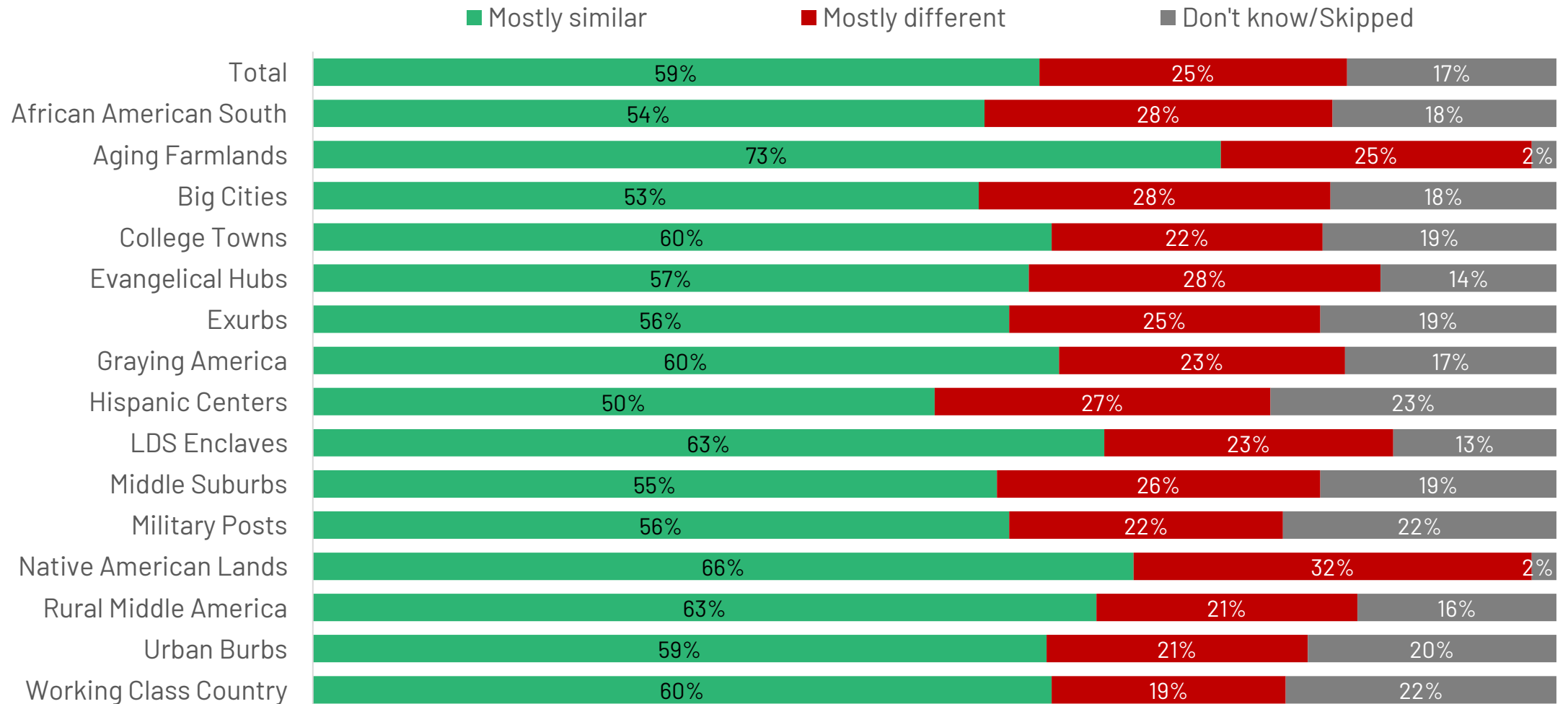
Base: All Respondents (n= 5,489)

# Similarities to people in community – Economic status



Q11: In your community, do you feel that you are similar or different than most people when it comes to the following?  
 Base: All Respondents (n= 5,489)

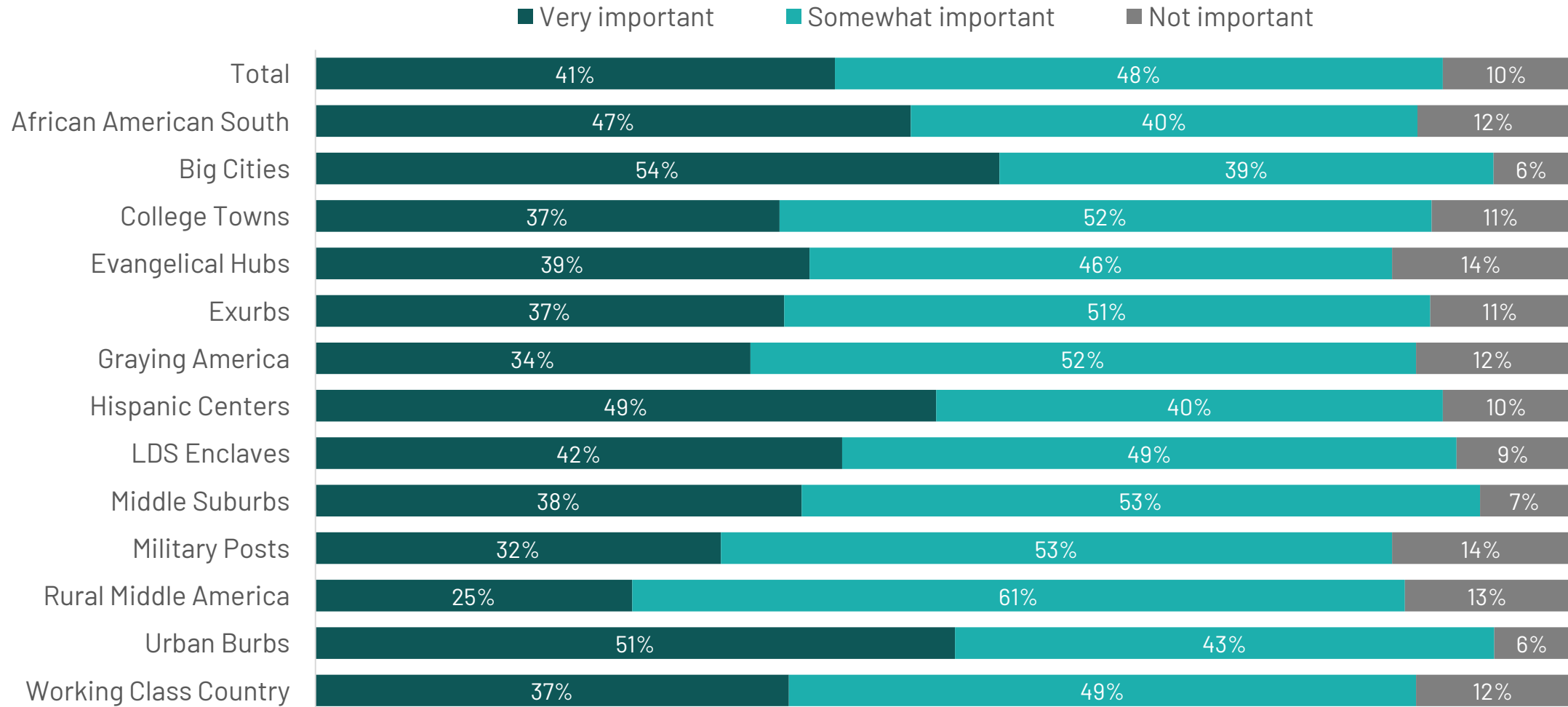
# Similarities to people in community – Your level of education



Q11: In your community, do you feel that you are similar or different than most people when it comes to the following?

Base: All Respondents (n= 5,489)

# Importance to having a good life – Education after high school

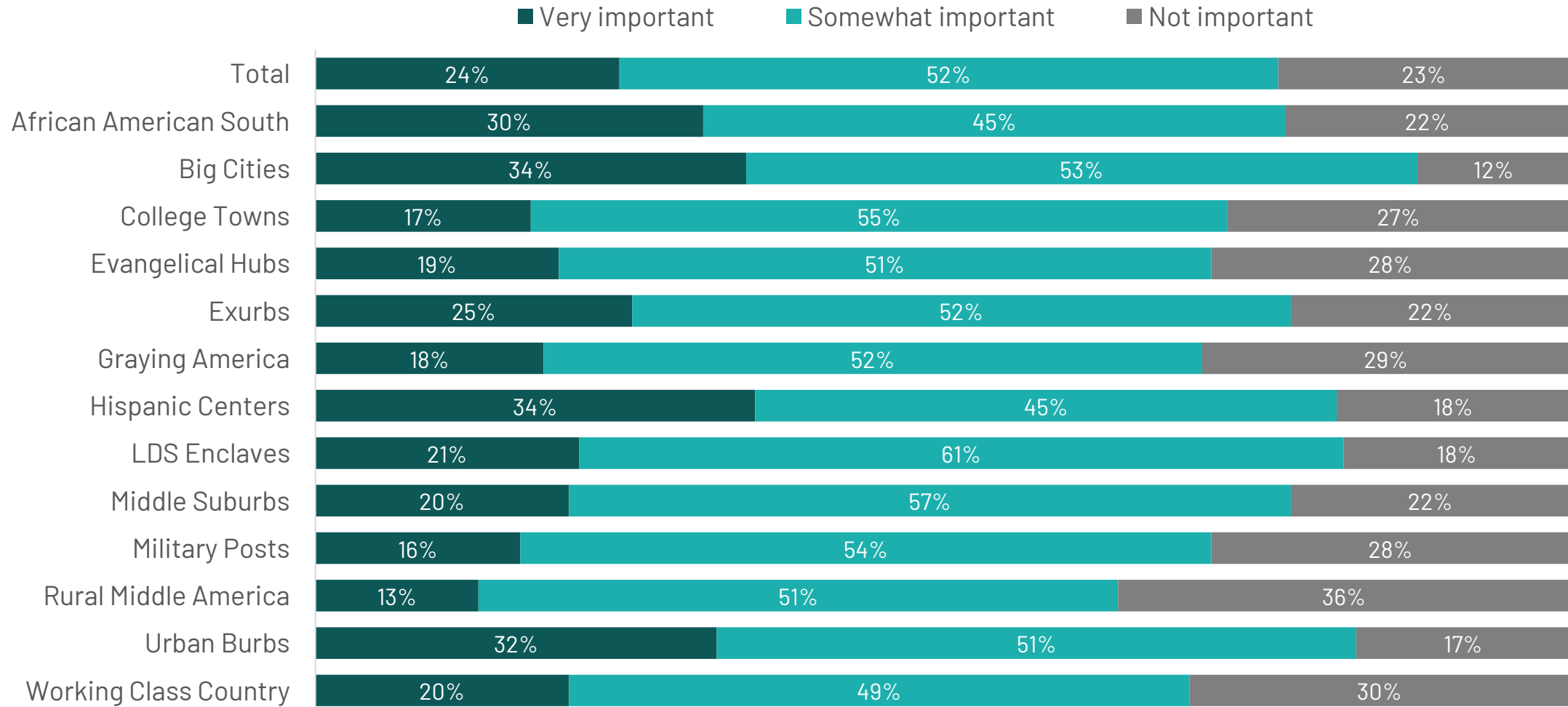


Q12: How important, if at all, would you say the following are to a person's ability to have a good life?

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Importance to having a good life – Earning a college Bachelor’s degree

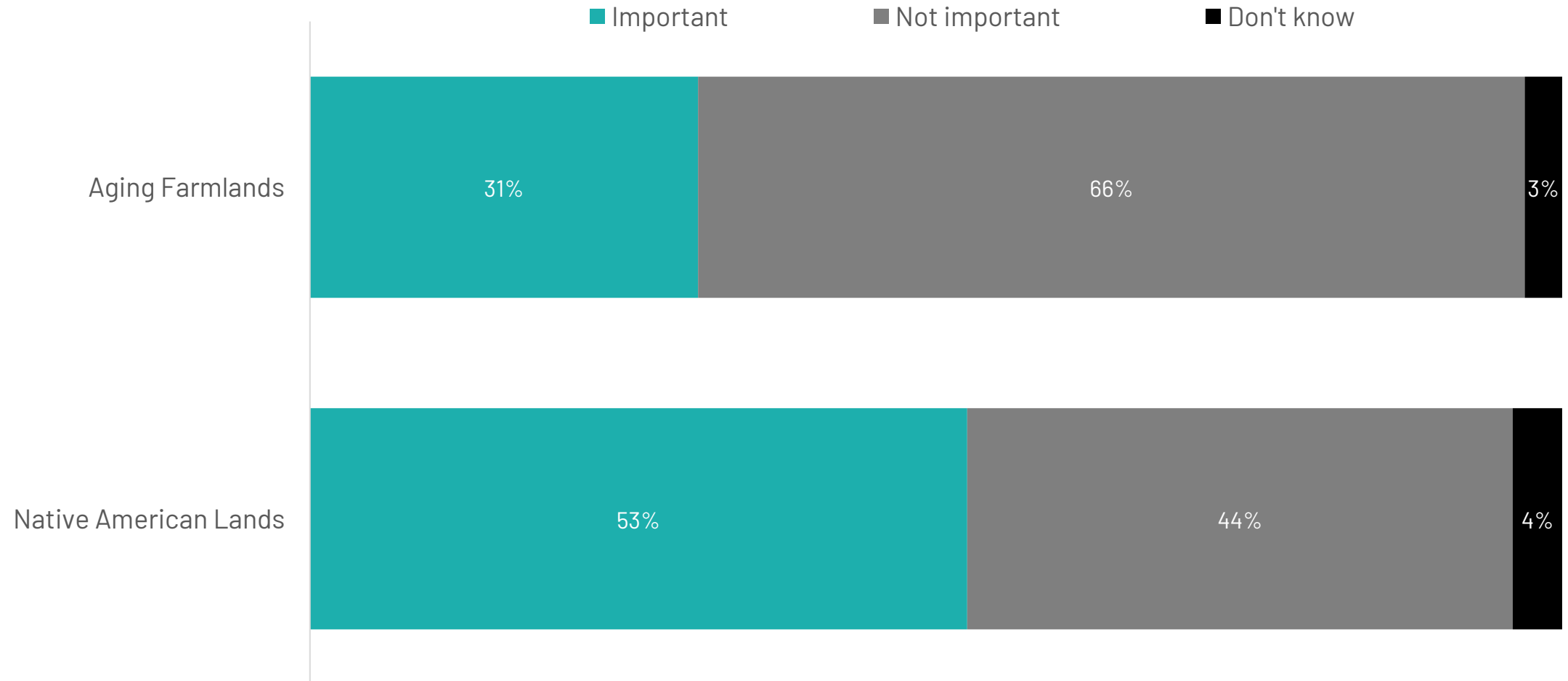


Q12: How important, if at all, would you say the following are to a person’s ability to have a good life?

Base: All Respondents (n=4,889)

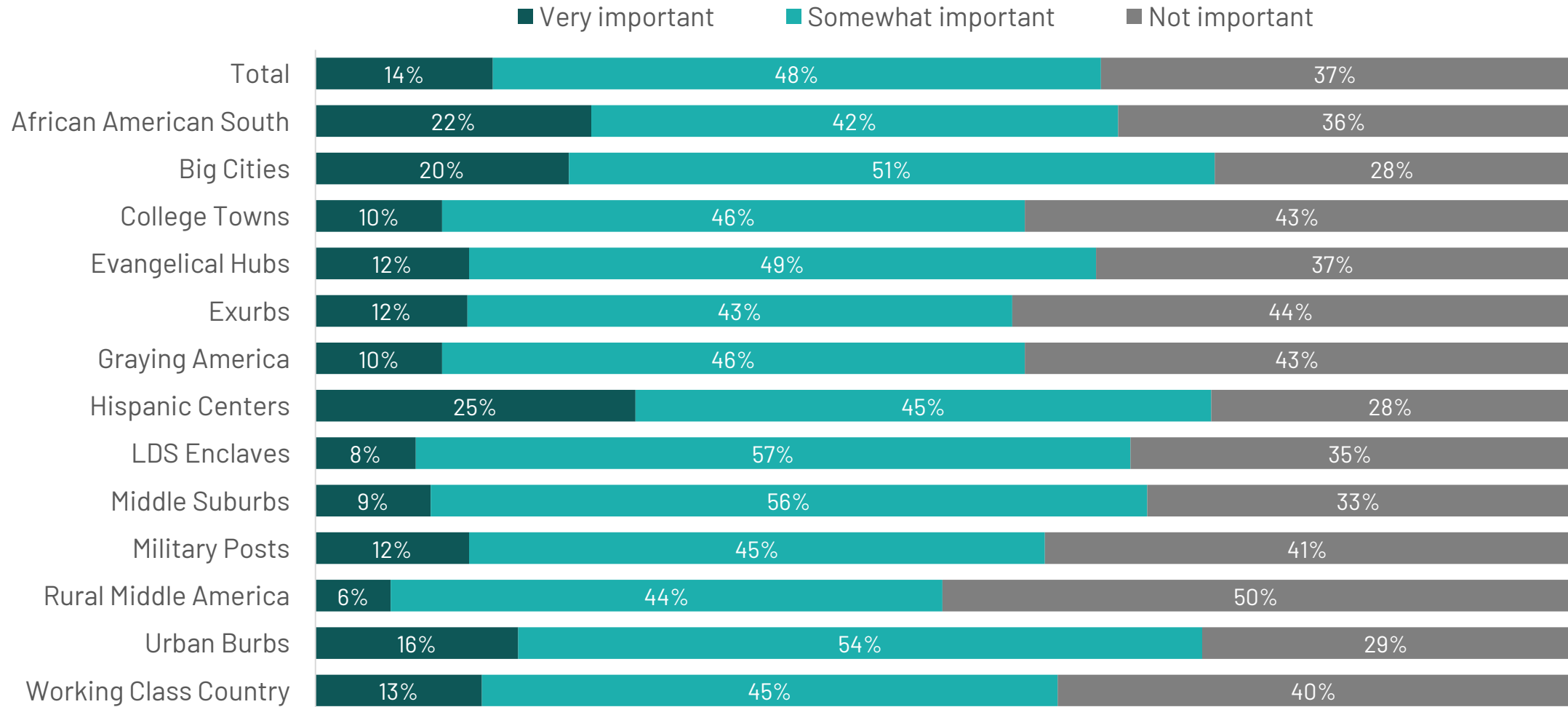
\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Importance to having a good life – Earning a college Bachelor’s degree



Q12: How important, if at all, would you say the following are to a person's ability to have a good life?  
Base: Aging Farmlands and Native American Lands (N=600)

# Importance to having a good life – Earning a post-grad degree

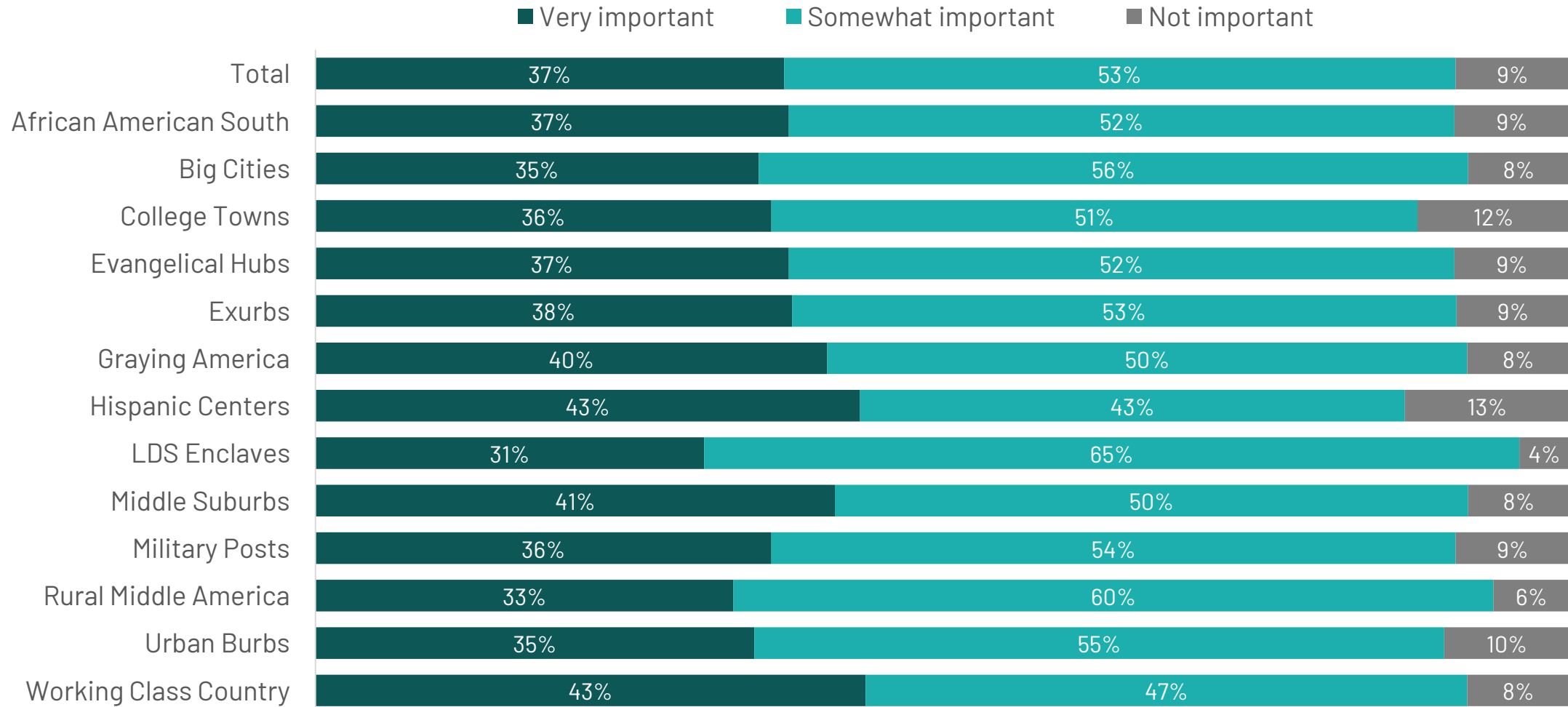


Q12: How important, if at all, would you say the following are to a person's ability to have a good life?

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Importance to having a good life – Attending a trade school

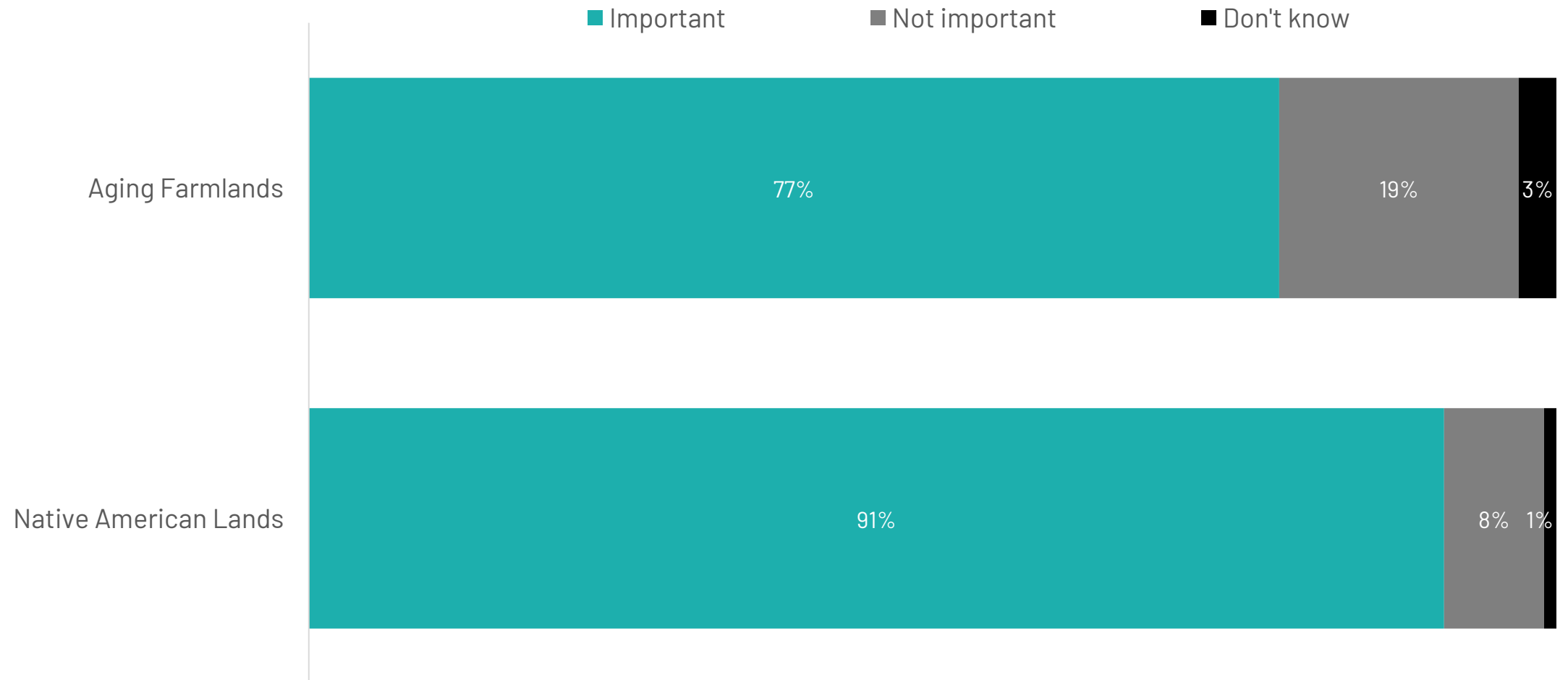


Q12: How important, if at all, would you say the following are to a person's ability to have a good life?

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

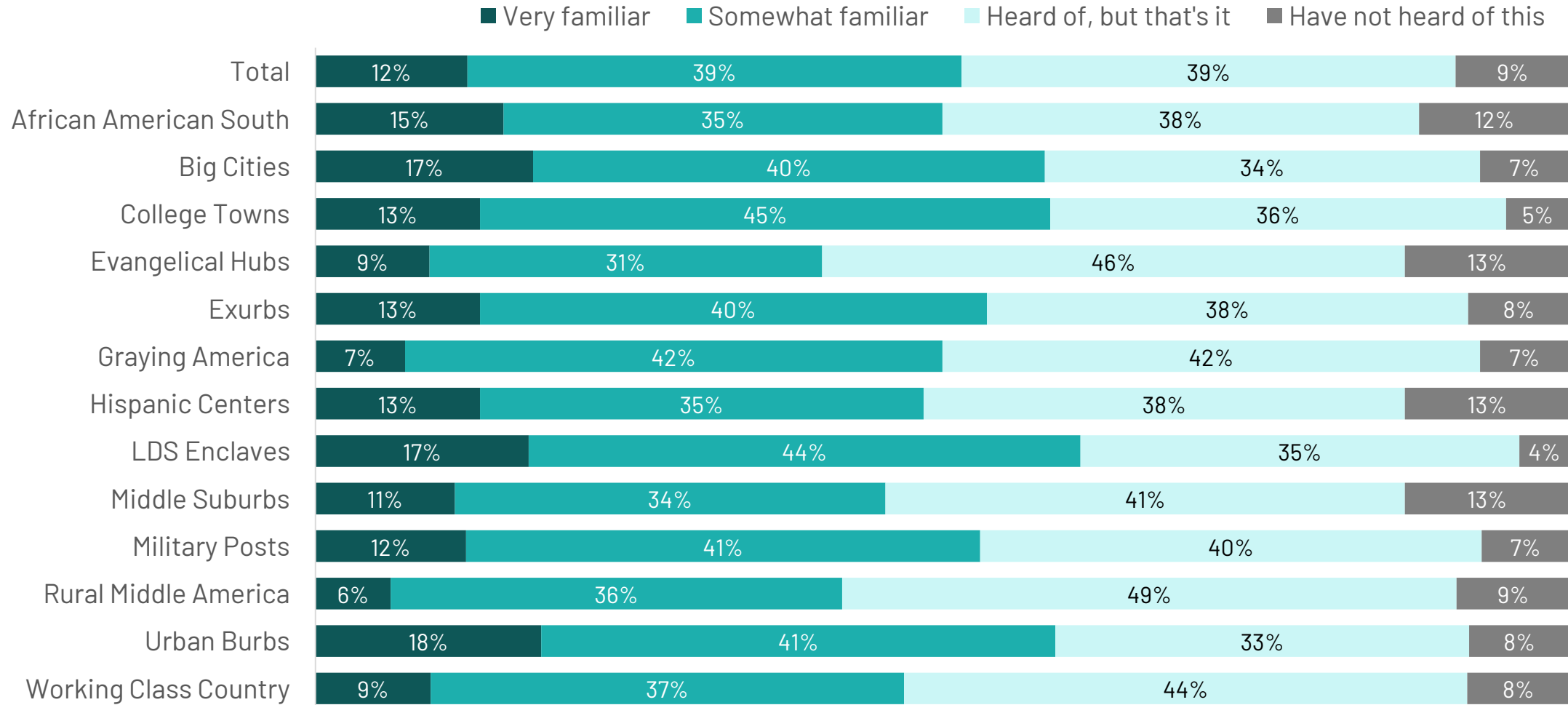
# Importance to having a good life – Attending a trade school



Q12: How important, if at all, would you say the following are to a person's ability to have a good life?  
Base: Aging Farmlands and Native American Lands (N=600)

# ARTIFICIAL INTELLIGENCE

# Familiarity with generative AI platforms



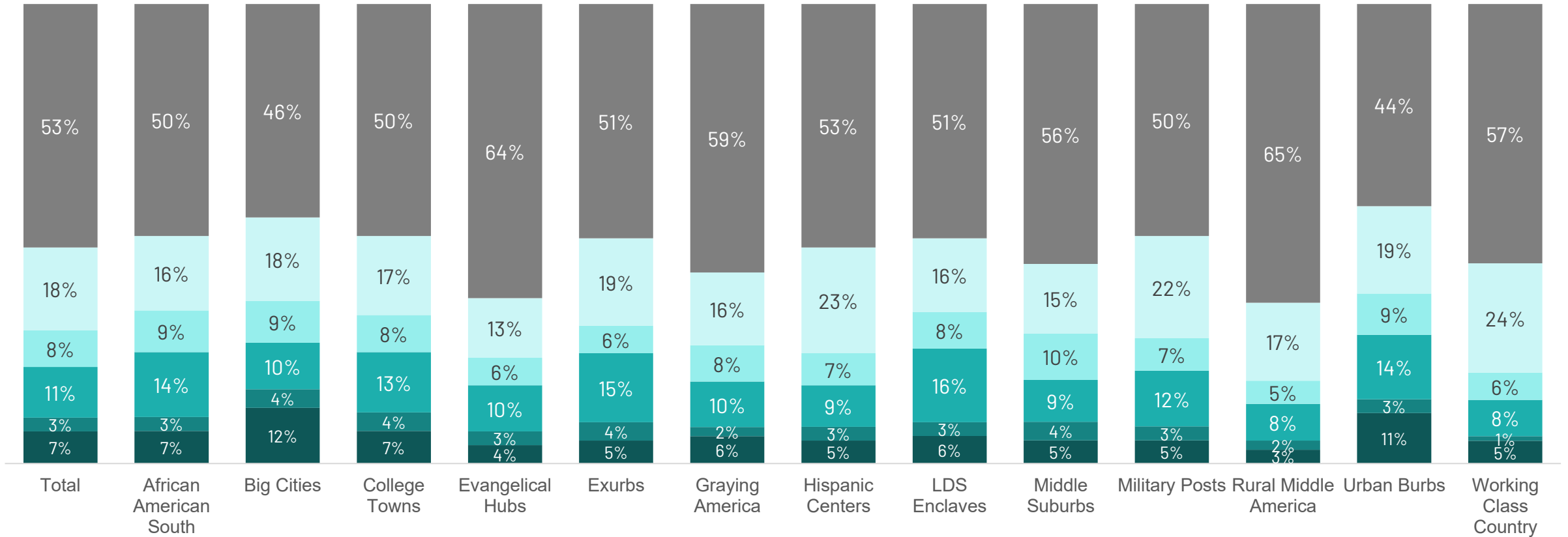
Q13: How familiar are you with generative artificial intelligence (AI) platforms like ChatGPT, Gemini, CoPilot, or Claude?

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Generative AI usage in the past two weeks

■ Multiple times per day
 ■ Once per day
 ■ Multiple times per week
 ■ Once per week
 ■ Less than once per week
 ■ Never

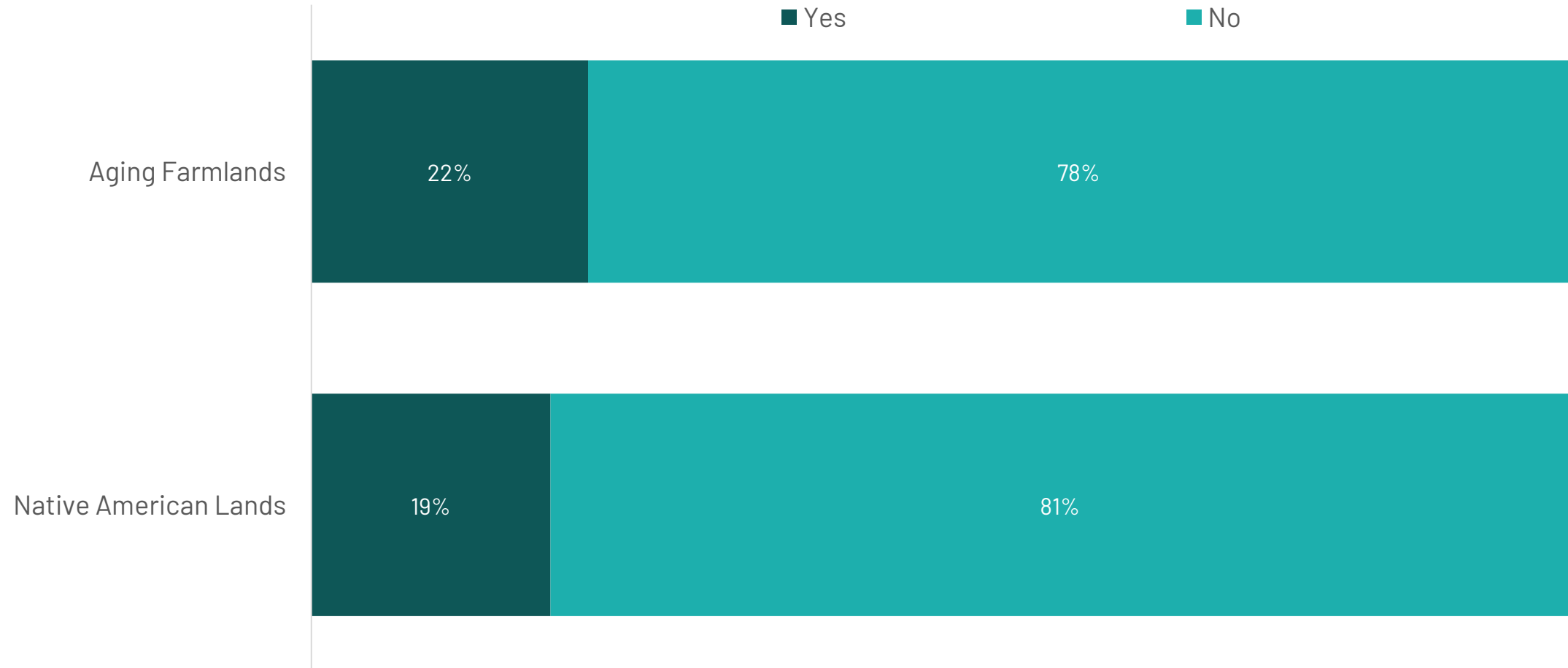


Q14: In the last 2 weeks, how often have you used generative AI platforms, such as ChatGPT, Gemini, CoPilot, or Claude?

Base: Selected "Very familiar," "Somewhat familiar" or "Not very familiar" in Q13 (n= 4,432)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Generative AI usage in the past two weeks



Q14: In the last 2 weeks, how have you used generative AI platforms, such as ChatGPT, Gemini, CoPilot, or Claude?  
Base: Aging Farmlands and Native American Lands (N=600)

## AI's potential future impact (% positive)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Your daily life (outside of work)	37%	36%	-	41%	36%	33%	42%	35%	38%	42%	37%	36%	-	31%	41%	34%
The U.S. generally	31%	34%	28%	32%	29%	28%	32%	30%	31%	35%	33%	30%	30%	26%	32%	28%
Your local area/community	30%	33%	25%	31%	29%	26%	32%	28%	30%	37%	32%	30%	32%	27%	29%	29%
Your ability to earn a living	26%	27%	30%	29%	24%	21%	26%	19%	26%	30%	27%	24%	30%	22%	29%	24%
Children generally	23%	29%	19%	25%	20%	21%	23%	22%	24%	24%	26%	23%	29%	20%	22%	22%

Q15. When it comes to artificial intelligence (AI), how positively or negatively do you feel about AI's potential future impact on...

Base: All Respondents (n= 5,489)

\*Not asked to Aging Farmlands or Native American Lands

# AI and government regulation

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Artificial intelligence (AI) needs more government regulation	62%	60%	55%	66%	59%	62%	67%	65%	66%	60%	60%	58%	64%	63%	66%	61%
Artificial intelligence (AI) has the right amount of government regulation	23%	25%	19%	22%	28%	23%	20%	22%	20%	30%	24%	27%	17%	25%	25%	23%
Artificial intelligence (AI) needs less government regulation	9%	11%	12%	8%	11%	10%	10%	9%	8%	7%	10%	8%	9%	10%	8%	11%

Q16. Which of the following statements comes closest to your view, even if none of them are exactly right?

Base: All Respondents (n= 5,489)

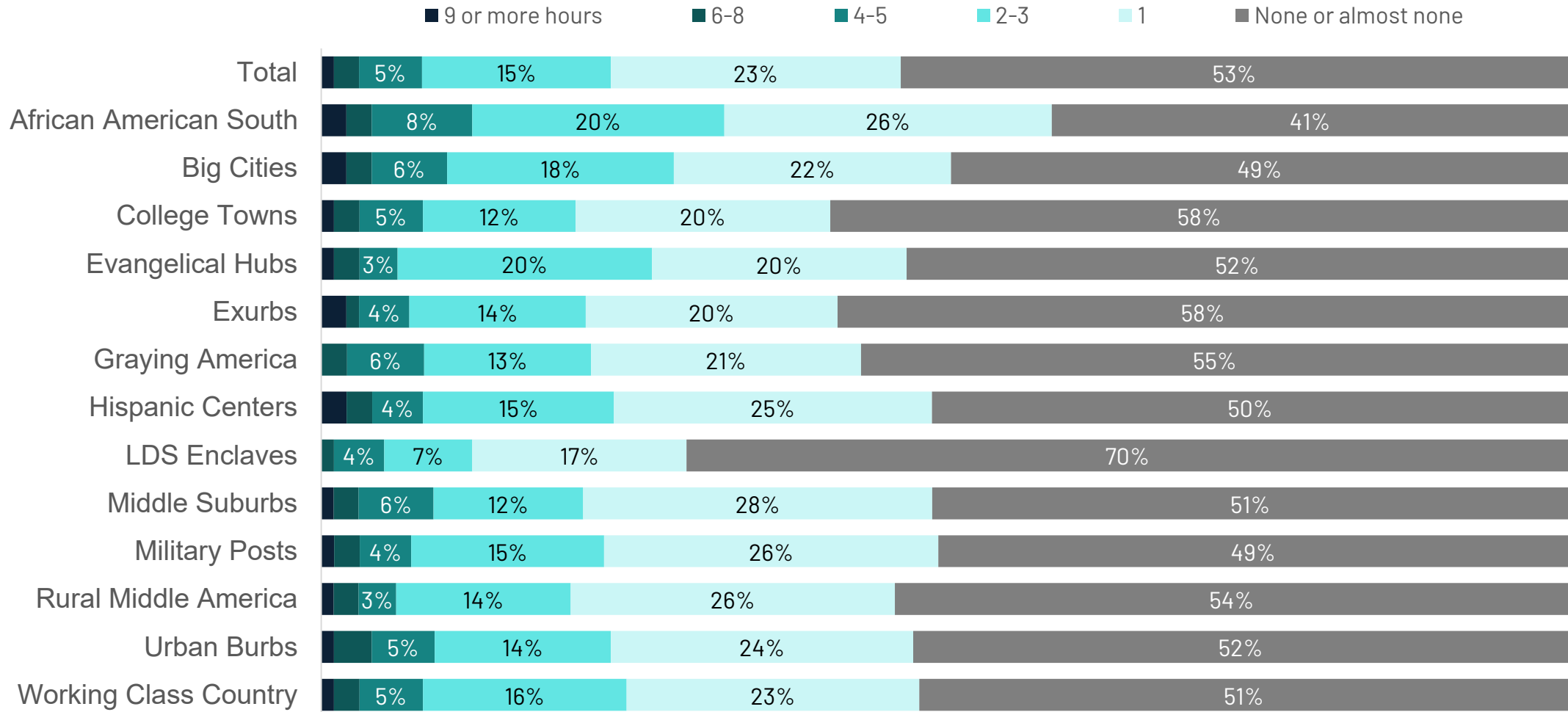
# NEWS CONSUMPTION

# News Consumption (% Agree)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
I can be well-informed about local news and events even when I don't actively follow the news	49%	53%	72%	47%	47%	49%	44%	50%	48%	45%	47%	41%	63%	46%	48%	48%
I learn more about what's happening in my community on social media than through the news	47%	46%	59%	40%	40%	51%	48%	47%	46%	45%	45%	43%	63%	49%	41%	48%
I avoid the news because it is depressing	42%	38%	41%	44%	44%	43%	47%	45%	41%	50%	41%	40%	39%	45%	40%	39%
I rely on friends and family to tell me when important things happen in the community	35%	39%	52%	29%	32%	36%	31%	34%	34%	40%	30%	35%	43%	35%	28%	37%
I avoid the news because it does not really impact my life	20%	18%	29%	16%	17%	18%	20%	23%	23%	19%	17%	17%	28%	24%	18%	20%

Q17. Do you agree or disagree with the following statements?  
 Base: All respondents (n=5,489)

# Time spent per day watching, reading, or listening to cable news



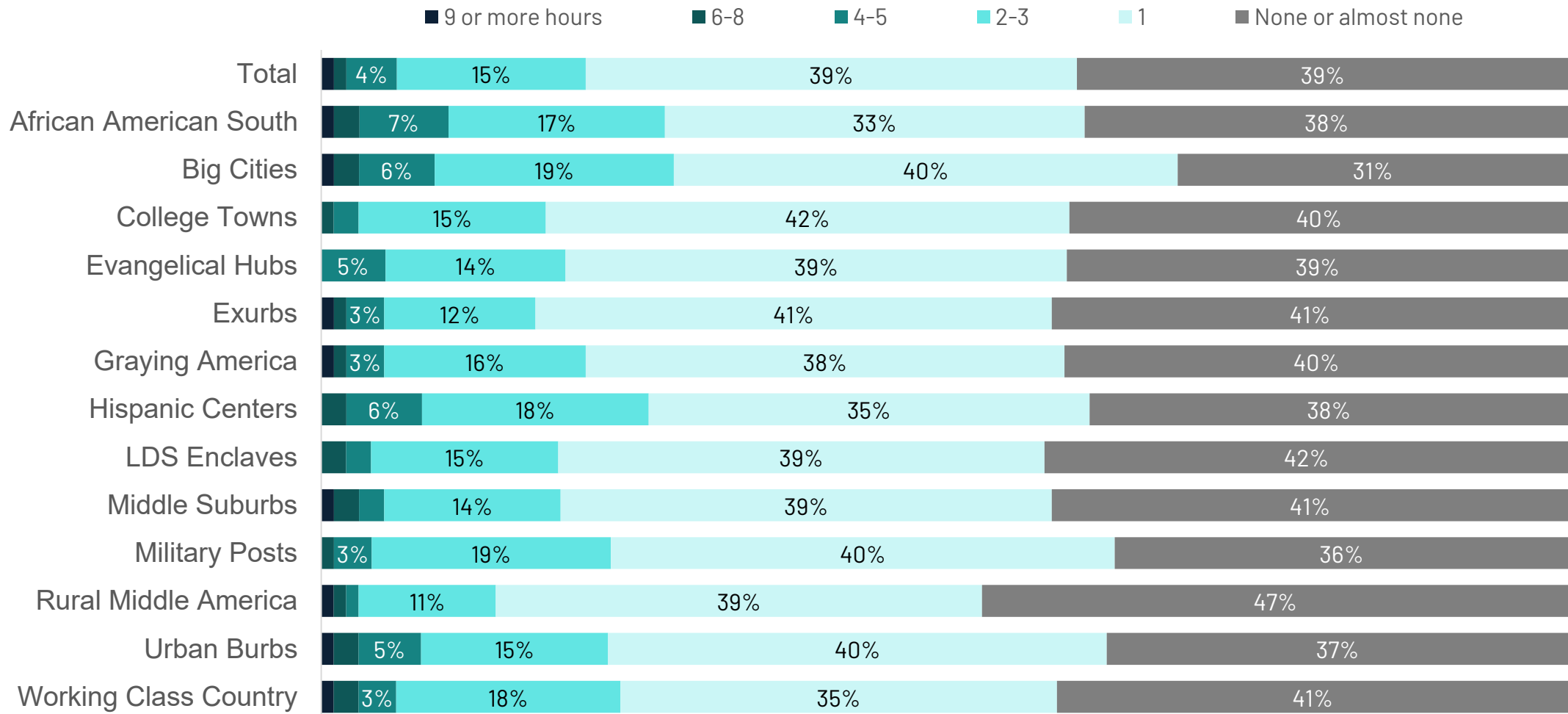
Q18: On average, how many hours a day, if any, do you spend doing the following... - Watching, reading, or listening to cable news

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

\*For visual purposes, low percentages are not shown

# Time spent per day reading online news sites



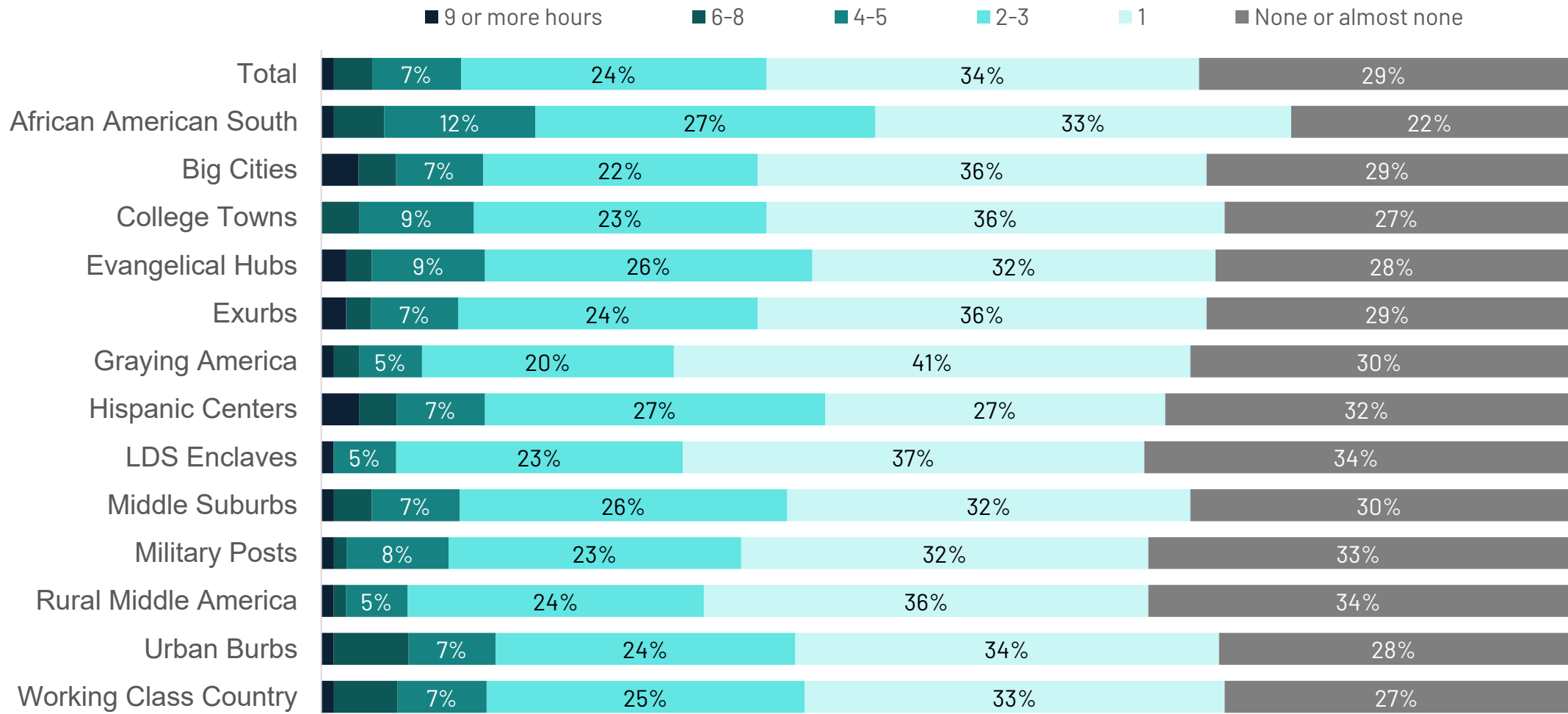
Q18: On average, how many hours a day, if any, do you spend doing the following... - Reading online news sites

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

\*For visual purposes, low percentages are not shown

# Time spent per day reading or posting on social media



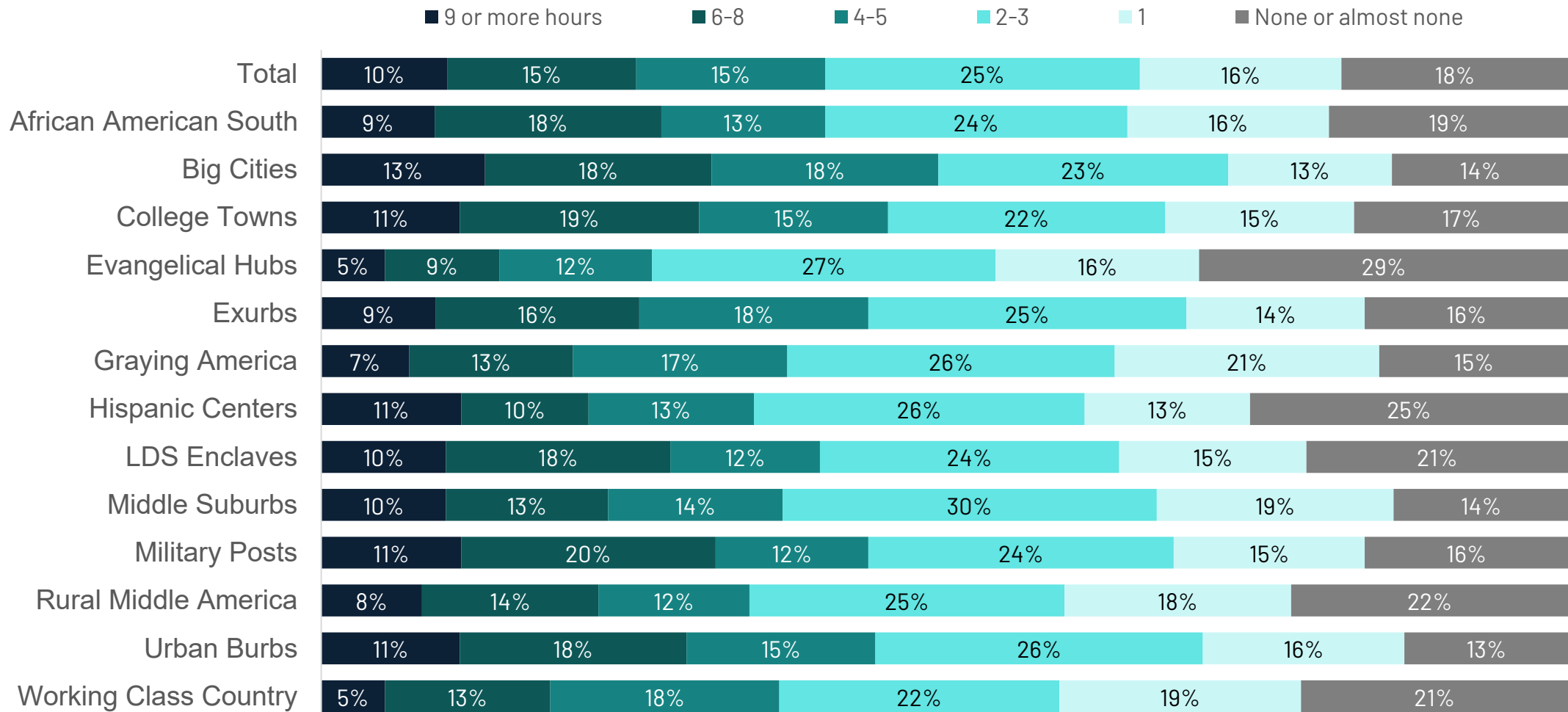
Q18: On average, how many hours a day, if any, do you spend doing the following... - Reading or posting on social media

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

\*For visual purposes, low percentages are not shown

# Time spent per day using a computer or tablet device

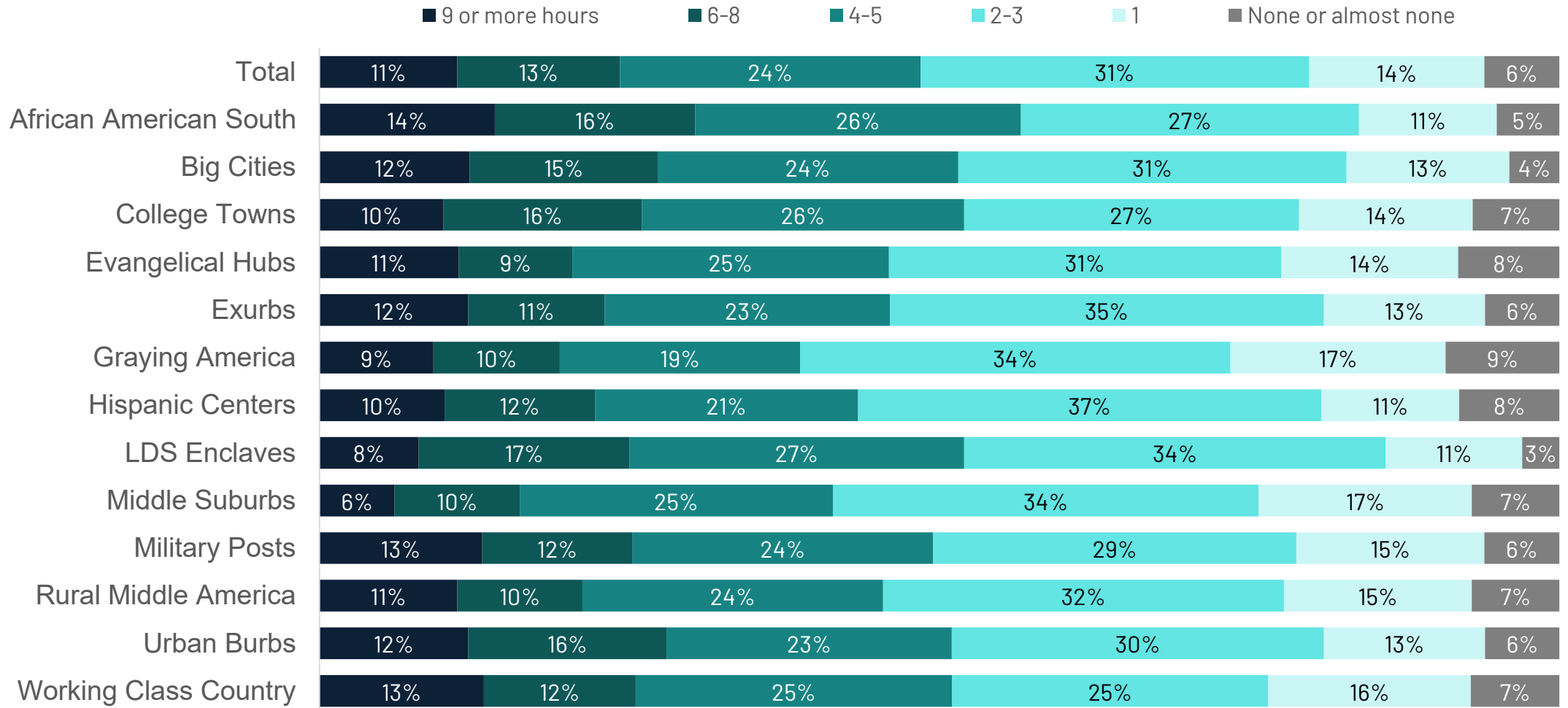


Q18: On average, how many hours a day, if any, do you spend doing the following... - Using a computer or tablet device

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Time spent per day using a smartphone



Q18: On average, how many hours a day, if any, do you spend doing the following... - Using a smartphone

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

## Paid for news in last 6 months (% yes)

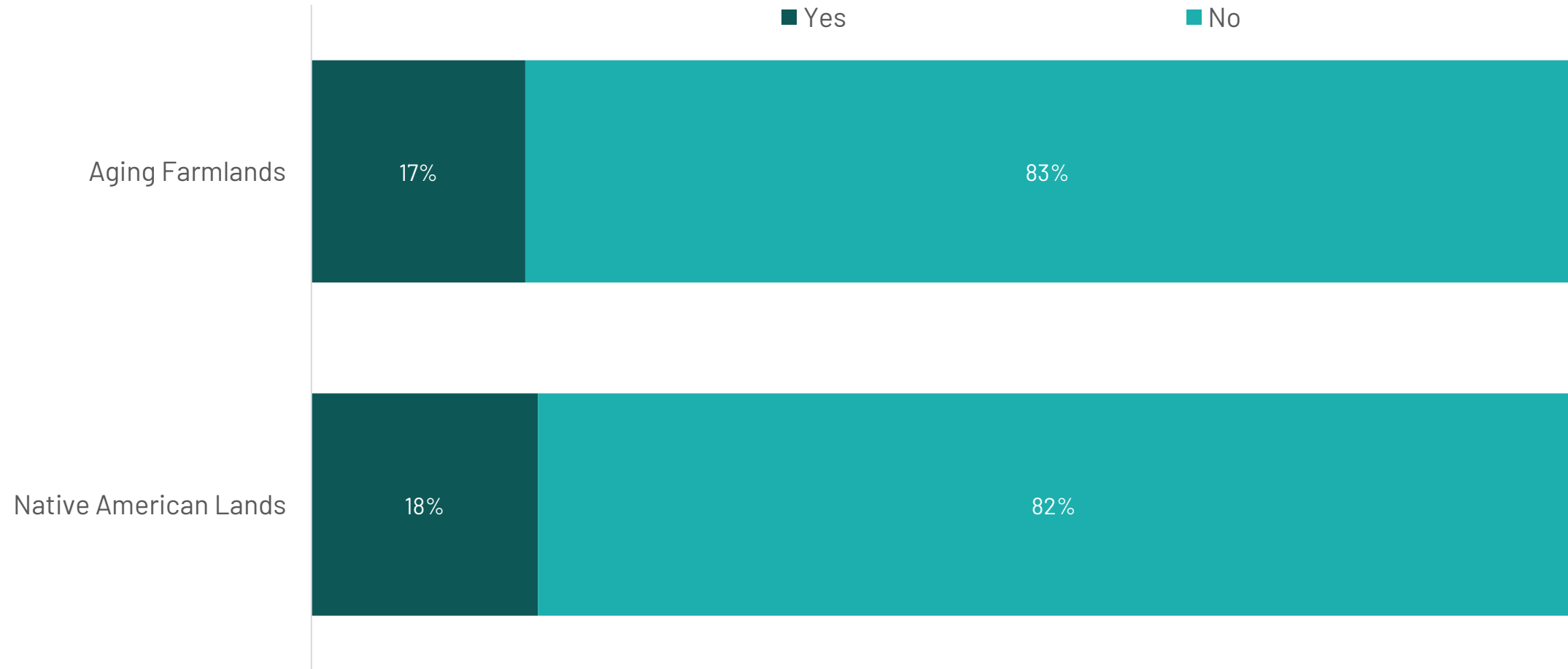
	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
A local news source	15%	16%	19%	16%	18%	14%	14%	13%	12%	19%	13%	14%	12%	14%
A national news source	10%	11%	17%	11%	8%	13%	7%	8%	9%	12%	9%	7%	12%	8%
Individual creators' content	10%	10%	15%	11%	6%	7%	6%	11%	12%	12%	11%	7%	7%	7%
A news magazine	6%	6%	11%	6%	3%	5%	5%	4%	6%	7%	6%	4%	8%	2%

Q19: In the last 6 months, have you paid for....

Base: All Respondents (n=4,889)

\*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

# Paid for news in the last 6 months



Q19: In the last 6 months, have you paid for any news sources, like local or national newspaper or website?  
Base: Base: Aging Farmlands and Native American Lands (N=600)